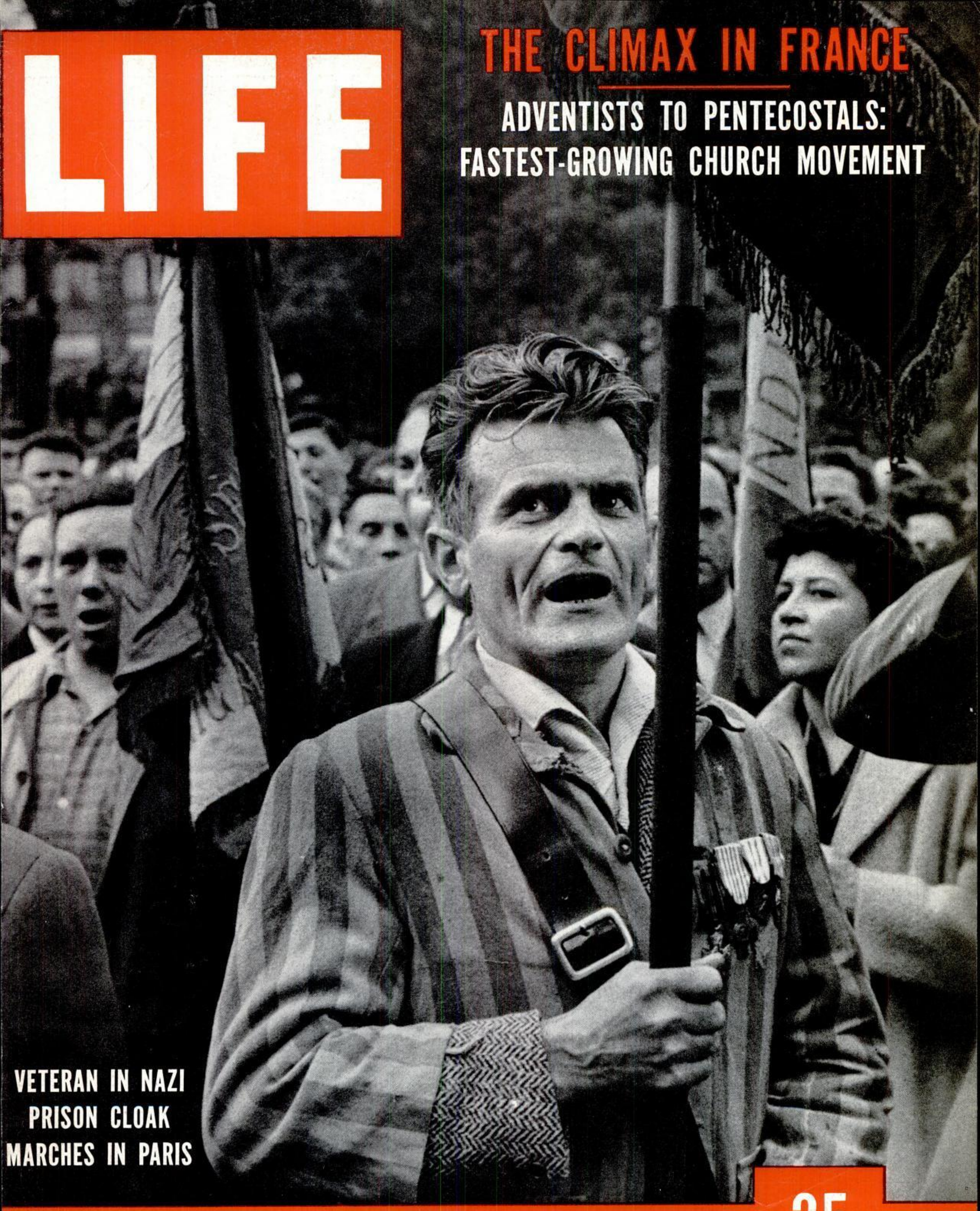
LIFE

THE CLIMAX IN FRANCE

ADVENTISTS TO PENTECOSTALS: FASTEST-GROWING CHURCH MOVEMENT



VETERAN IN NAZI PRISON CLOAK MARCHES IN PARIS

REG. U. S. PAT. OFF.

JUNE 9, 1958 25 CENTS



NEW KIND OF AIR CONDITIONER! THE GENERAL ELECTRIC CUSTOM THINLINE...

20% Smaller...Big-As-Ever Cooling Power



Fits almost anywhere—no unsightly overhang. A scant 15⅝ inches high, 16⅞ inches deep, 26 inches wide. *No side vents*—install it flush or through the wall. Compact size—yet full, big-unit cooling power in the newest General Electric *Thinline*.

It takes up 20% less space than previous Thinlines—yet it packs the same generous cooling power! And it is quiet! All thanks to a new kind of cooling system from General Electric. So why settle for a small air conditioner that's a puny cooler?

You get all the full, big-unit cooling power of last year's *Thinline* models—only in a thin, low cabinet that takes up 1/5 less space.

One General Electric Custom *Thinline* Air Conditioner gives you a generous 9000* BTU's of cooling per hour on 115 volts—it needs no costly rewiring in many homes. The 230-volt model delivers a giant 10,000* BTU's.

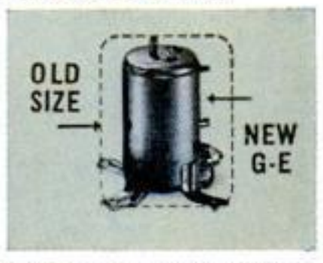
Both are so quiet you only know they're working by how comfortable you are. Nutria color blends with any décor. Permanent filter. Simple controls. Eight independent air directors.

See your General Electric dealer about the *one* air conditioner that's both small *and* powerful. General Electric Co., Room Air Conditioner Dept., Louisville 1, Kentucky.

***Check the BTU's before you buy!** Cooling capacities are tested and rated in compliance with Air Conditioning and Refrigeration Institute Standard 110-58, and are stated in British Thermal Units.

NEW KIND OF COOLING SYSTEM





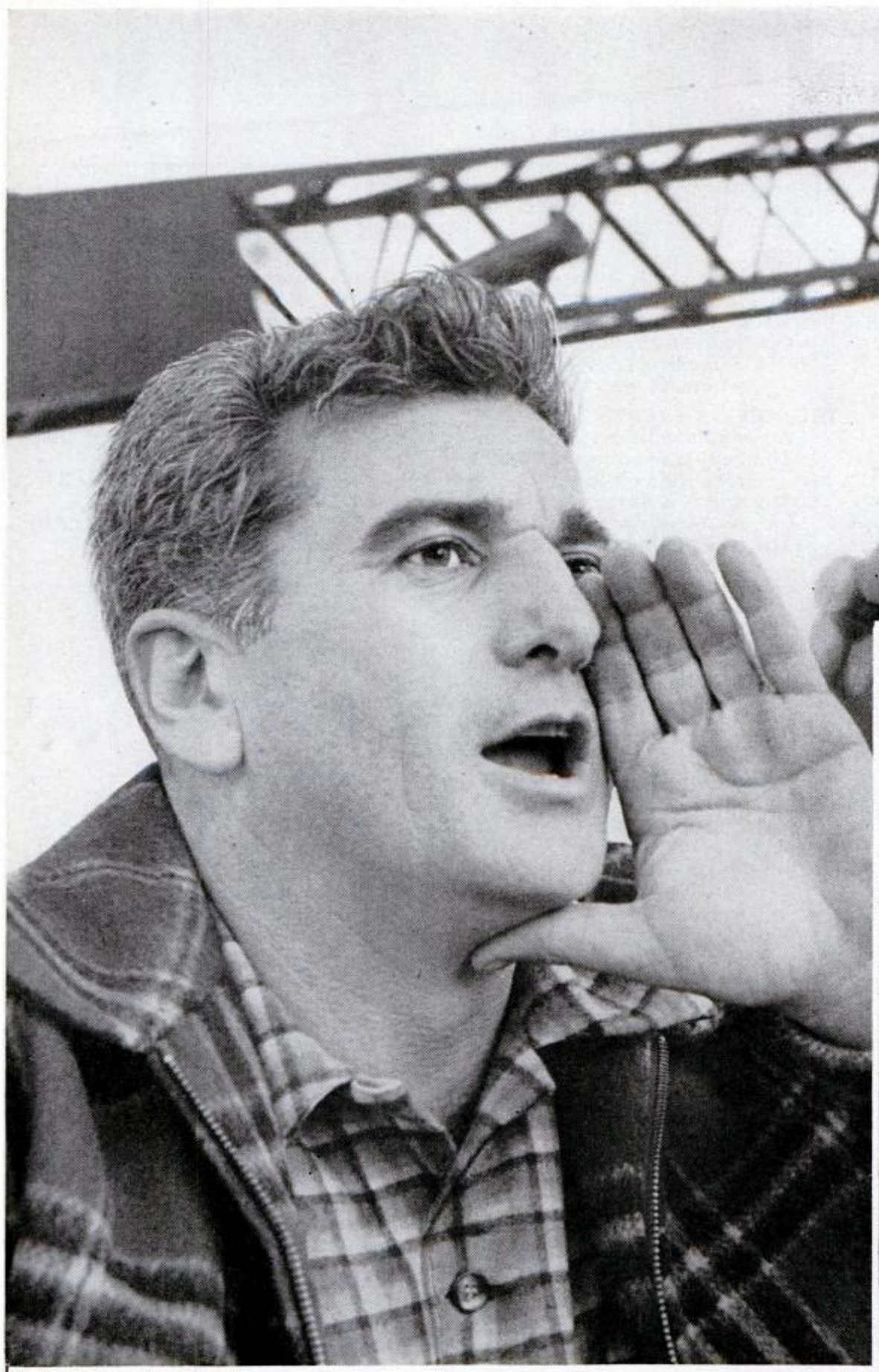
Spine fin cooling packs 770,000 cooling spines into compact cabinet, is 50% more efficient than old plate type. *New high-speed compressor* has the same large capacity as previous models—is only half as big.

Progress Is Our Most Important Product

GENERAL ELECTRIC

LIVE BETTER ELECTRICALLY

Copyrighted material



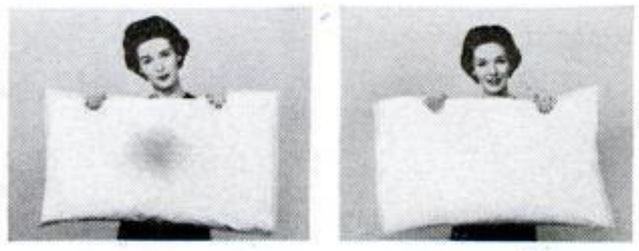
Lumberman with a tough hair problem.
Hal Gormin runs a big logging operation down in Louisiana. Sun, wind and dust from the sawmill dry out his hair—give it a terrific beating.



He licks it with Vitalis. Vitalis keeps Hal's hair in condition when he's meeting a customer and needs to look his best. His hair never looks greasy because Vitalis grooms with greaseless V-7.

New greaseless way to keep your hair neat all day...and prevent dryness

Whether your hair takes a beating from outdoor life or your morning shower, you need Vitalis. You'll like it, too. Vitalis keeps hair in place and in condition with V-7, the greaseless grooming discovery. And Vitalis' special non-drying alcohol formula fights embarrassing dandruff, gives you wonderful protection against dry hair and scalp. Use Vitalis every morning.



SEE THE DIFFERENCE

Does your husband use a greasy tonic that stains pillowcases like this?

Greaseless Vitalis leaves pillowcases clean—like this.



New VITALIS® Hair Tonic with V-7®

ANOTHER FINE PRODUCT OF BRISTOL-MYERS

This One
B398-LS1-R71P
Copyrighted material

Vol. 44, No. 23

LIFE

REG. U S. PAT OFF.

June 9, 1958

IN DE GAULLE VICTORY, PICTURES NOT TAKEN 24



PHOTOGRAPHER LARRY BURROWS (LEFT) MOVES CLOSE-IN ON DE GAULLE (RIGHT)

France lives through the climax of convulsive change, as the army threatens to invade from Algeria, as mobs march in Paris streets, as President Coty threatens to resign. The events as De Gaulle takes power are shown in LIFE's vivid, close-in photographs.

Getting close-in on violence can be punishing and frustrating work. Sometimes pictures do not get taken. Let's see what happened last week. From Paris, Correspondent John Mulliken reports: "At 11 p.m. on the Champs Elysées couples walked arm-in-arm among the crowds, stopping to stare at formations of steel-helmeted police. The police broke up any gathering, trying to prevent violence by being violent first. We saw a group of 100 attack 20 boys with their heavy batons. Mike Rougier and Larry Burrows tried to take pictures, but the boys vanished and there was nothing left to photograph but arm-in-arm couples. Suddenly 50 gendarmes dashed up, halted and turned to see Burrows and Rougier watching them. Eight of them closed in on Rougier. One smashed him in the face. Rougier fell and the raging policeman struck him again and then again. 'Non, Non,' protested the other police, and finally he stopped. Burrows was knocked down and kicked. His glasses fell off and he began to bleed from the forehead. Bob Morse and I, who had been yelling and waving credentials, were hauled off to a squad car. There we found Burrows and Rougier, groggy, bruised but whole. As he released us, one policeman tried to explain, 'We haven't slept for four nights. When something starts we cannot discriminate. We just can't.' They certainly could not."



MIKE ROUGIER

Mighty Christian movement 113

Swept up in a worldwide religious movement, millions of Americans in fundamentalist sects are part of a mighty new influence in Christianity that is emerging as a "third force" to Roman Catholicism and historic Protestantism.



DEDICATED PENTECOSTAL

Macmillans—U.K. and U.S. 126

Nellie Belles of Spencer, Indiana married an Englishman. Her youngest son became prime minister of England. Harold Macmillan, visiting Indiana to give DePauw University's Commencement speech, acknowledges debt he owes his American mother.



HAROLD MACMILLAN

COVER
Shouting vainly in disapproval of De Gaulle, members of the "Association des Déportés, Internés, Patriotes et Résistants" parade in Paris. André Marchand (*center foreground*) wears symbolic Nazi prison cloak and carries banner representing the camp, Matthausen, where he was imprisoned (*see pp. 24-33*)

THE WEEK'S EVENTS
An anguished France calls on its big man 24
The fatal jam-up in the "500": Indianapolis 500-mile race gets off to a tragic and spectacular start 34
The end of a search for unknown soldiers. U.S. honors its World War II and Korean dead 41
The recession and you, Part II: a financial pundit tells how to borrow and invest, by W. M. Kiplinger. German economics chief says keep up production, by Ludwig Erhard 47
Test for a B-52 crew: color pictures in flight show SAC's biggest jet bomber in training mission 51

EDITORIAL
De Gaulle: the risks, the rewards. Frenchmen can use his leadership; Americans should not prejudge it 36

PHOTOGRAPHIC ESSAY
The third force in Christendom: gospel-singing, doomsday-preaching sects emerge as a mighty movement in world religion. Photographed for LIFE by Carl Mydans 113

ARTICLES
High-cost whitewash of black charges: after 10 months Lawyer Ernst criticizes LIFE on Galindez but the big question is still unanswered 105
The Macmillans of Sussex and Indiana: spirited, forceful U.S. mother shaped character of Britain's leader. By Robert Coughlan 126

CLOSE-UP
Antarctic boy scout: Richard Chappell does fine with IGY 58

ART
Star brother act in art: two Italian artists, Afro and Mirko, make hit teaching in U.S. colleges 66

MOVIES
Another time for sergeants: best selling book, TV and Broadway play now becomes a movie 77

FASHIONS
She shall wear sacks by the seashore, but snug knits and bikinis are also in sight. Photographed for LIFE by Gordon Parks 80

ENTERTAINMENT
La belle Mademoiselle Noelle: Miss Adam from Paris dances out of a dull ballet into U.S. movies 87

ANIMALS
A fawn-catching collie catches deer for biologists 99

EDUCATION
A graduate in human relations 108

PARTY
A prom that went on and on 145

OTHER DEPARTMENTS
Letters to the Editors 12
Speaking of Pictures: strip act by home-built car 16
Miscellany: window washer cutting corners 148

© 1958 TIME INC. ALL RIGHTS RESERVED. REPRODUCTION IN WHOLE OR PART WITHOUT WRITTEN PERMISSION IS STRICTLY PROHIBITED

The following list shows the sources from which pictures were gathered. Credits are separated from left to right by commas, top to bottom by dashes.

COVER—JEAN MARQUIS

2—A.P.—MICHAEL ROUGIER—CARL MYDANS—LARRY BURROWS
12—RT. BOB WILLOUGHBY
15—ERIC SCHAAL—A.P.
16, 17—BOB MORE
24, 25—PARIS-MATCH, LARRY BURROWS
26—AGIP, MARCEL FOURNES FROM PARIS-PRESSE—JOSEPH McKEOWN
27—LOOMIS DEAN
28, 29—LARRY BURROWS EXC. BOT. RT. JEAN MARQUIS
30—PARIS-MATCH
31—LARRY BURROWS—LOOMIS DEAN—EDDY VAN DER VEEN
32—LARRY BURROWS—PIERRE BOULAT
33—PIERRE BOULAT
34, 35—MERLE GEORGE EXC. BOT. MERLE GEORGE, U.P.I. (2), FRANK H. FISSE FOR INDIANAPOLIS STAR
41—HANK WALKER
42, 43—LT. LEONARD McCOMBE EXC. T. GEORGE P. BOULTWOOD; CEN. AND RT. HANK WALKER
44—EDWARD CLARK, PAUL SCHUTZER
47—JOE SCHERSCHEL, MICHAEL ROUGIER
48—U.P.I.
51 THROUGH 54—RALPH MORSE
58, 61—DICK CHAPPELL
62—DICK CHAPPELL—GREY VILLET
66, 67—N. R. FARBMAN, NINA LEEN
68—NINA LEEN—HERBERT ORTH COURTESY VIVIANO GALLERY
69—NINA LEEN—N. R. FARBMAN
71—N. R. FARBMAN
72—CATHERINE VIVIANO GALLERY, COLLECTION MR. AND MRS. LOUIS BAKER, GREENWICH, CONN.
77, 78—ALLAN GRANT
87, 88—LOOMIS DEAN
91—EUROPEAN—LOOMIS DEAN
94—CHAMPS-ELYSEES PRODUCTIONS
99, 100, 102—MARSHALL LOCKMAN FROM B.S.
105—RT. JESSE A. FERNANDEZ
108—GREY VILLET
118, 119—CARL MYDANS (2), BOB IRBY COURTESY THE PENTECOSTAL EVANGEL, CARL MYDANS, COURTESY OPEN BIBLE STANDARD CHURCHES, CARL MYDANS—RALPH MORSE, CARL MYDANS (2)
122—WALTER SANDERS
126—LARRY BURROWS
127—W. H. POTTER COURTESY MRS. GEORGE MOORE
128—CARL MYDANS
132—LT. BY PERMISSION OF MACMILLAN AND CO. LTD. COPIED BY LARRY BURROWS
134—U.P.I.
138, 140—LARRY BURROWS
145, 146—FRANCIS MILLER
148—JOHN MORGAN

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; EUROPEAN, EUROPEAN PICTURE SERVICE; U.P.I., UNITED PRESS INTERNATIONAL. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPUBLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

LIFE, JUNE 9, 1958

LIFE IS PUBLISHED WEEKLY BY TIME INC., 540 N. MICHIGAN AVE., CHICAGO 11, ILL. PRINTED IN U. S. A. ENTERED AS SECOND-CLASS MATTER NOVEMBER 16, 1936 AT THE POSTOFFICE AT CHICAGO, ILL. UNDER THE ACT OF MARCH 3, 1879. AUTHORIZED BY POSTOFFICE DEPARTMENT, OTTAWA, CANADA, AS SECOND CLASS MATTER. SUBSCRIPTIONS $6.75 A YEAR IN U. S. A.; $7.25 IN CANADA.

VOLUME 44, NUMBER 23

Copyrighted material



you're first on all four with all-new U.S. Royal Tires

If you want your family to have *the best* on any one or all of these four safety counts, you'll choose the all-new U. S. Royal Safety First Tires. For these tires are engineered with your safety as the first consideration... your safety from blowouts, from punctures, from skids and in thruway driving. In 241-million miles of testing, they have earned the name "Safety First"... have proved themselves—dollar for dollar, mile for mile—the finest tires you can buy!



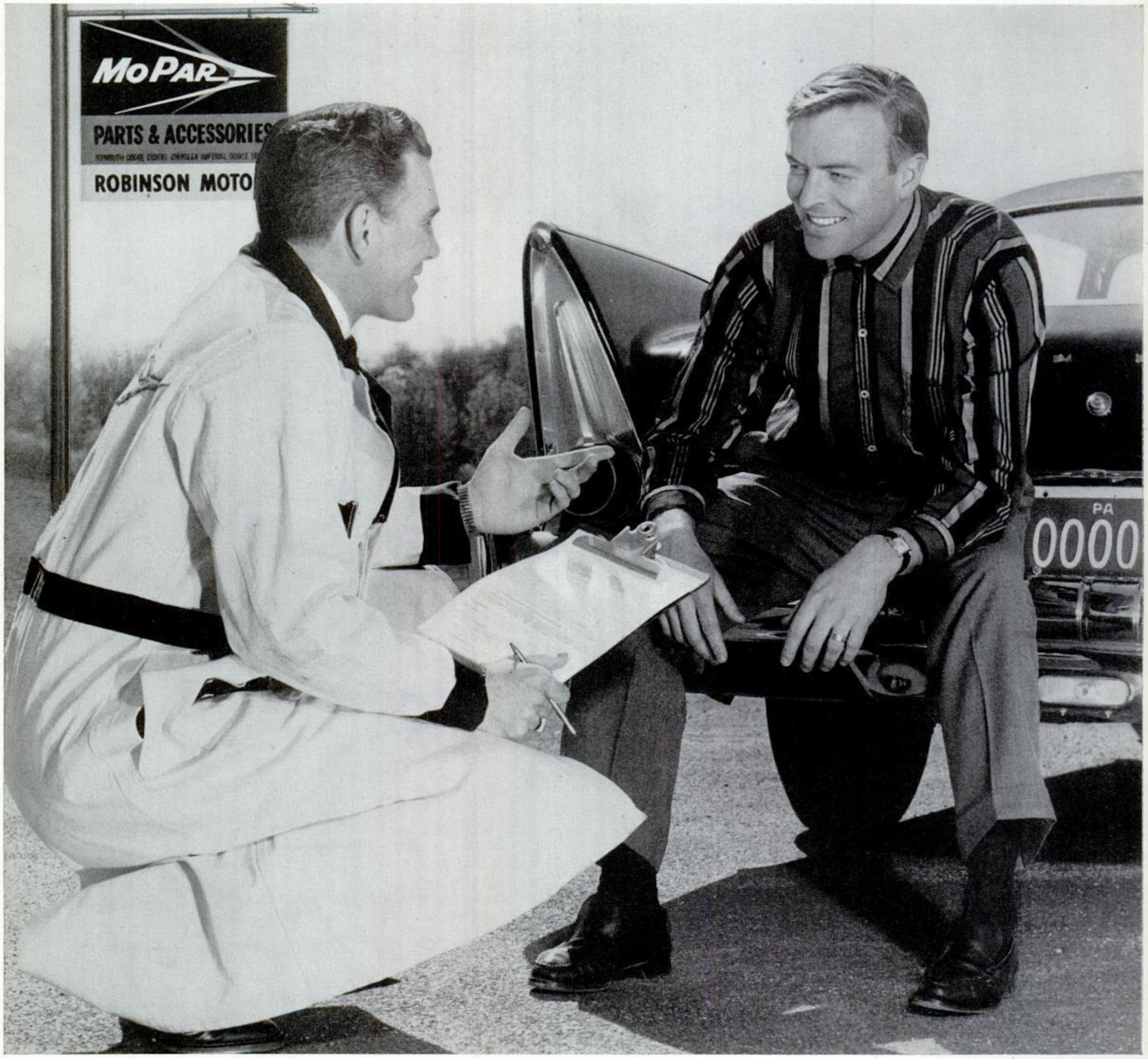
New U. S. ROYAL MASTER
Mightiest of Safety First Tires —with Jet-Plane Tire Construction

New U.S. ROYAL SAFETY 8
Safety First Tire that costs no more—first choice on finest new cars

United States Rubber

Rockefeller Center, New York 20, N.Y. In Canada: Dominion Rubber Company, Ltd.
See things you never saw before. Visit U.S. Rubber's new Exhibit Hall, Rockefeller Center, N. Y.

Copyrighted material



A few minutes of talk—for a summer of fun

Get the MOPAR VACATION CHECK-UP that's just right for your Plymouth, Dodge, De Soto, Chrysler or Imperial

Summer driving is for carefree fun—and now's the time to make sure you'll have that fun!

See the MoPar man in your community—your dealer in "Forward Look" cars or leading independent serviceman. Keeping your Plymouth, Dodge, De Soto, Chrysler or Imperial in tip-top condition is his *specialty*. And he'll give your car the MoPar vacation check-up tailored exactly to *your* needs.

He saves you money in many ways, too, because he's an expert in your kind of car; because he's the man with MoPar products—*genuine* Chrysler Corporation parts and accessories, engineered precisely for your car; and because he's equipped with factory-engineered tools and know-how to save service time and lower labor costs.

And there's no one in town as anxious as your MoPar man to keep your car tops in performance and tops in appearance. He's a local businessman who knows that his success *tomorrow* depends on satisfying you *today*.

MoPar
PARTS & ACCESSORIES

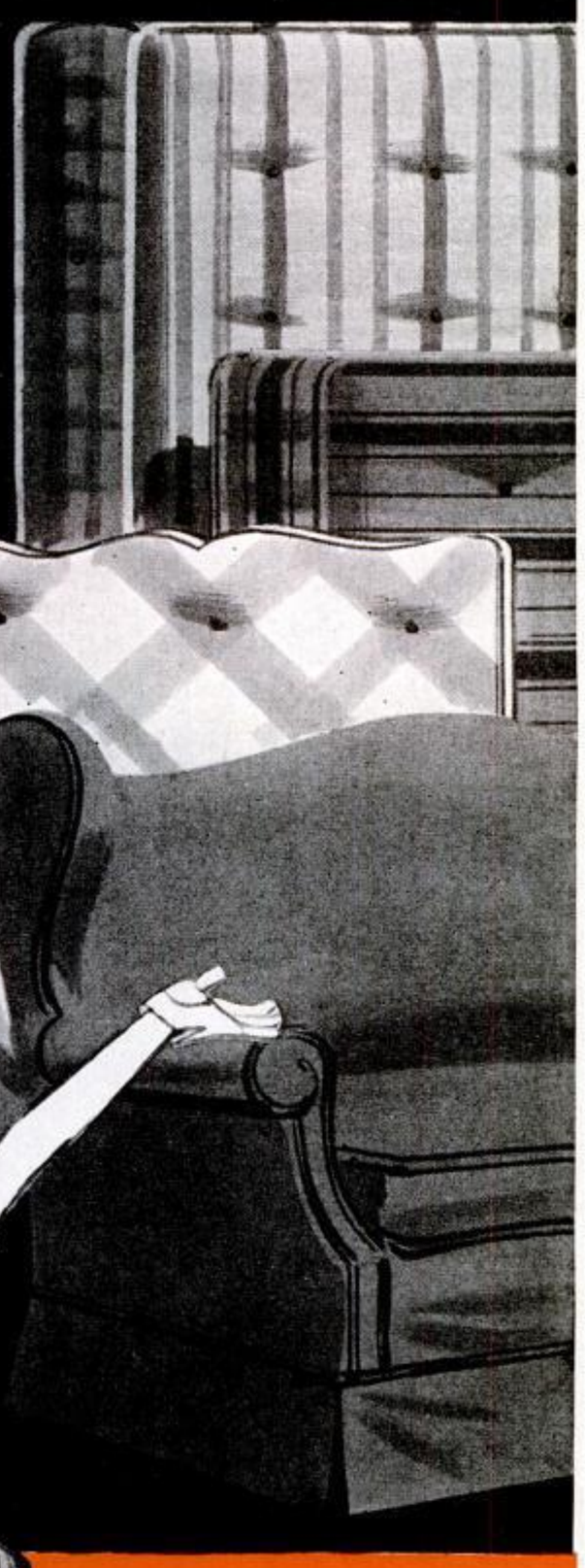
MoPar Division, Chrysler Motors Corporation
Detroit 31, Michigan

Copyrighted material

Simmons

CARLOAD BARGAINS

Sale



If you like a bargain and love fine furniture—this event is *made* for you. It's your once-in-a-lifetime chance to buy at astonishingly low prices *and* on convenient terms, and still get the very best in quality, craftsmanship and comfort!

How is this possible? Only because Simmons, celebrating its 88th Anniversary as the world's largest bedding and convertible manufacturer, designed a Special Collection . . . and America's best-known stores agreed to purchase *carload quantities.* Result: *carload savings for you!*

SEE NEXT PAGES . . .
for furniture such as may *never again* be sold for so little. This event is for just 3 weeks—so *now* is the time to buy that new mattress or sofa-bed you've needed and wanted!

Copyrighted material

Save Now! Simmons

Simmons
CARLOAD BARGAINS
Sale



Select either traditional or modern picture-frame headboard. Washable!

Princess Hollywood Set . . . a complete sleep ensemble! Everything from beautiful headboard to resilient innerspring mattress with matching boxspring, plus brackets and legs, for one unbelievably low price. (Twin size only.)

Sale-Priced at $69.88 complete.
As low as $1.00 a week after small down payment.



Dreamwell Combination . . . value favorite! Hundreds of tempered springs, cord handles, fresh air ventilators, and a sturdy twill cover. *Your comfort choice of firm or extra-firm model.* Complete with matching boxspring. (Twin size only.)

Carload Sale-Priced . . . $79.88 set.
As low as $1.25 a week after small down payment.
(Mattress alone, $49.88)

Ultra-Comfort Combination . . . terrific buy! Over 300 firm "auto-lock" springs, crush-proof border, 100% all-felt upholstery, beautiful long-wearing cover. *Choice of tufted or tuftless top.* Complete with excellent boxspring. (Twin or full size.)

Carload Sale-Priced . . . $99.88 set.
As low as $1.50 a week after small down payment.
(Mattress alone, $59.88)

Copyrighted material

Once-in-a-Lifetime Values!



Compare!

ONLY HIDE-A-BED® GIVES YOU . . .

- **Luxurious full-size Simmons mattress**
- **Lifetime all-steel sofa frame**
- **Simmons quality craftsmanship**



SAVE on Lawson Hide-a-Bed Sofa. Smart new cut-back arms, new tapered legs with brass ferrules; opens to a comfortable Simmons mattress for two. The striking decorator tweed is in tobacco brown, mocha beige, emerald, black. Value unlimited!

Sale-Priced at $199.88 full size.
As low as $3.00 a week after small down payment.



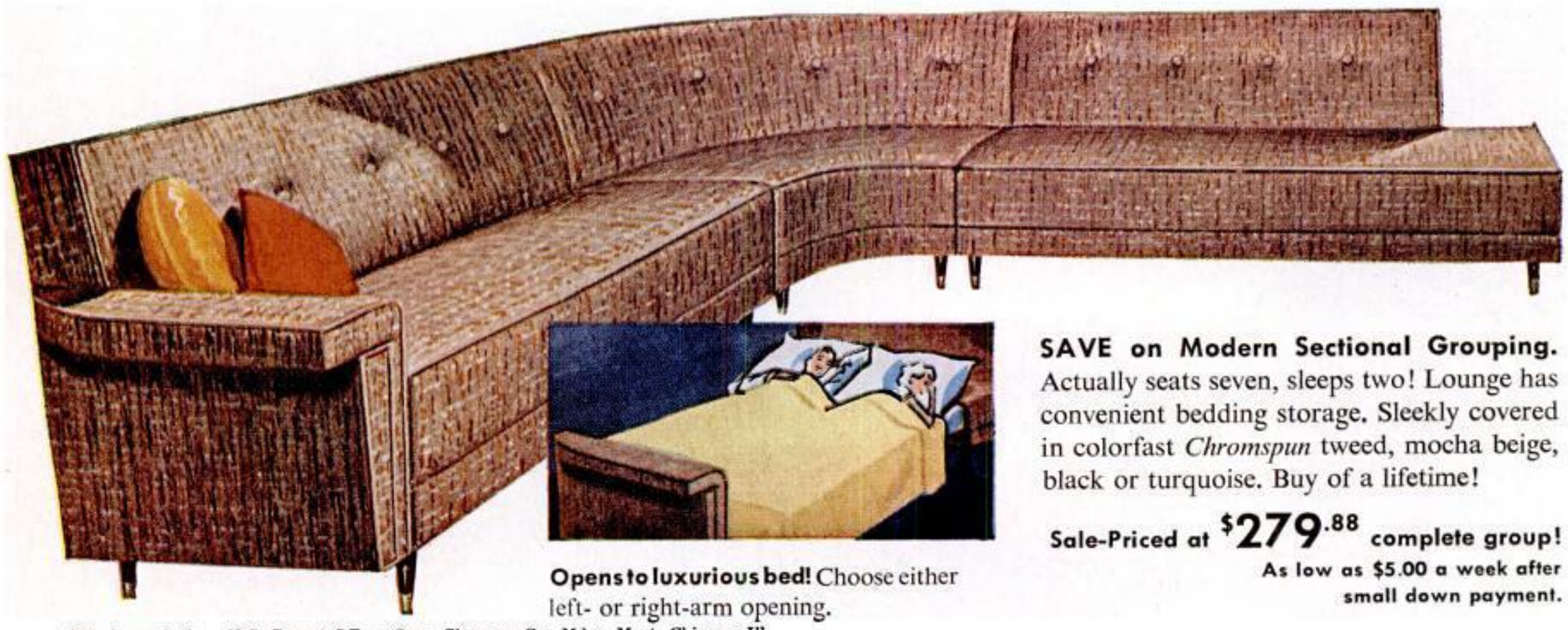
SAVE on Modern Hide-a-Bed Sofa. Wide, comfortable club arms, button-tufted back, *Beautyrest** seat cushions. In colorfast *Chromspun* tweed. Tobacco brown, nugget gold, peacock, emerald or black. Lowest price for such lasting beauty!

Sale-Priced at $249.88 full size.
As low as $4.00 a week after small down payment.



SAVE on Colonial Hide-a-Bed Sofa. A charming wing back, kick-pleat; Beautyrest seat cushions. Early American tweed in toast, charcoal brown, moss green, gold, turquoise. Rare find at this price!

Sale-Priced at $279.88 full size.
As low as $5.00 a week after small down payment.



Opens to luxurious bed! Choose either left- or right-arm opening.

SAVE on Modern Sectional Grouping. Actually seats seven, sleeps two! Lounge has convenient bedding storage. Sleekly covered in colorfast *Chromspun* tweed, mocha beige, black or turquoise. Buy of a lifetime!

Sale-Priced at $279.88 complete group!
As low as $5.00 a week after small down payment.

CARLOAD SIMMONS BARGAINS

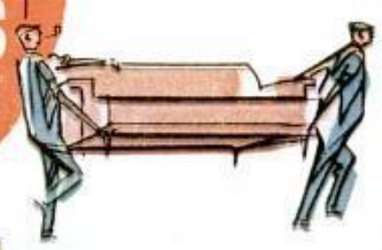
MORE ON NEXT PAGE

*Trade-mark Reg. U.S. Patent Office, Copr. Simmons Co., Mdse. Mart, Chicago, Ill.

Copyrighted material

Simmons
CARLOAD BARGAINS
Sale

Buy Now! Save Now!





2-pc. Modern Suite. Thrifty shoppers' dream-come-true! Long, luxurious lounge converts to a bed for two, comes with its own smart, comfortable chair. Match 'em or contrast 'em in gold, brown or black tweed.

Sale-Priced at $179.88 complete.
As low as $3.00 a week after small down payment.



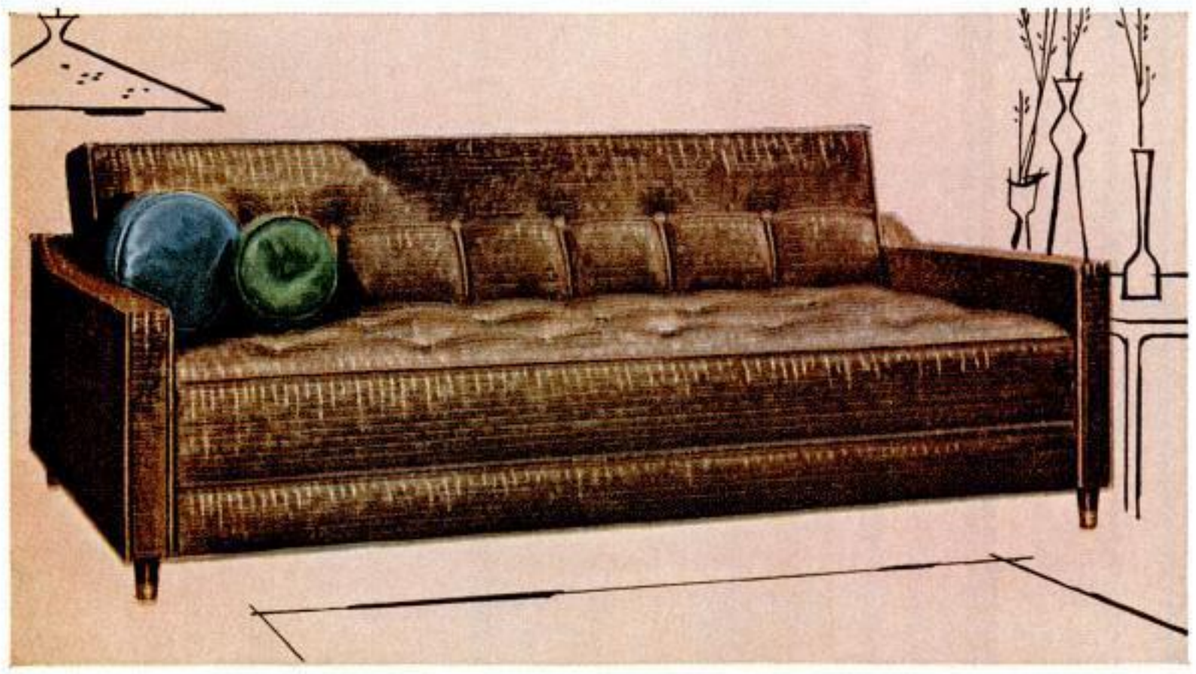
Deepsleep Twin Studio with gaily shirred flounce and innerspring pillows. Opens into twin beds. Smartly textured Provincial print in red, brown, gold, beige. Great buy for den or teenager's room!

Sale-Priced at $79.88
As low as $1.25 a week after small down payment.



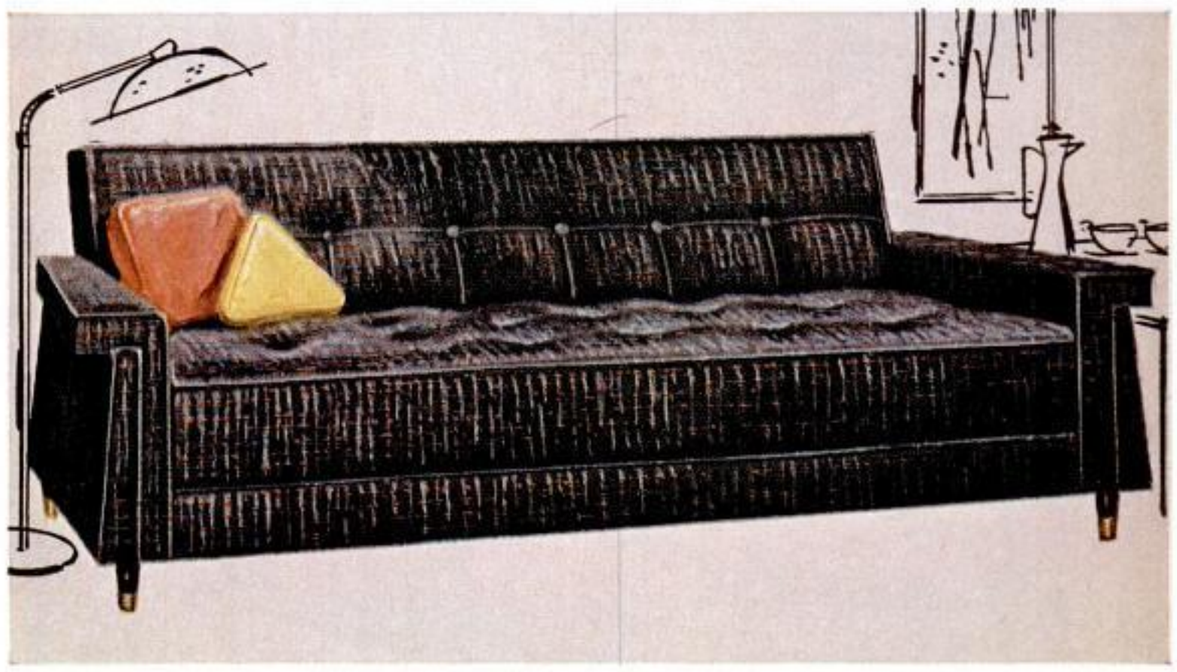
Beautyrest Twin Studio tailored with kick-pleat and full-length pillows. Famous Beautyrest comfort. Opens to twin beds. Gorgeous, long-wearing tweed in brown, black, beige or turquoise. Budget-minded idea for that spare bedroom!

Sale-Priced at $99.88
As low as $1.50 a week after small down payment.



Light-scaled Modern sofa-bed has dramatic upswept arms, Beautyrest seat cushions! Roomy bedding box, too. New tweed in brown, turquoise, black, green, red, gold. Tops any other sofa-bed at this price.

Sale-Priced at $99.88
As low as $1.50 a week after small down payment.



Ranch House Modern sofa-bed, strikingly handsome with wide tapered arms. Gives you famous Beautyrest comfort. Convenient bedding box. Note the interesting tweed, available in beige, black, brown or green. Look how little it costs!

Sale-Priced at $129.88
As low as $1.75 a week after small down payment.

Copyrighted material

Find your favorite store listed here

LOOK FOR THIS SIGN—LOWEST WEEKLY TERMS EVER!

CARLOAD SIMMONS BARGAINS

ALABAMA
All Danley Furniture Stores
Bay Minette.....Baldwin Furniture Company
Birmingham..... Loveman's
Birmingham.....Marks-Fitzgerald Furn. Co.
Birmingham.....Rhodes-Carroll Furn. Co.
Dothan..... Blumberg's
Dothan.....Rimson Furniture Company
Foley.....Baldwin Furniture Company
Leeds.....Leeds Furn. Co.
Mobile.Hammel's Adam Glass Store for Homes
Mobile.....Rhodes Furniture
Mobile..... Roche's
Mobile.....Weatherby Furniture Company
Montgomery.....Bishop-Parker Furn. Co.
Montgomery..... Loveman's
Montgomery.....Rhodes, Inc.
Robertsdale.....Baldwin Furniture Company

ALASKA
Anchorage.....Eckmann's Furniture Co.
Fairbanks..... Nerland's
Juneau.....Lyle's Furn. & Hdwe.
Ketchikan.....The Tongass Trading Company
Nome.....Green's Furniture Store

ARIZONA
Glendale.....Brown's Furniture Co.
Phoenix.....Globe Furniture Stores
Phoenix.....Wilson's Furniture
Tucson.....Reuben Gold Furniture Stores
Tucson.....Wilson's Furniture

ARKANSAS
Batesville.....C. W. Maxfield Co.
Conway.....Cummins Furniture Co.
Fayetteville.....Lewis Bros.
Fort Smith.....Murta Furn. Company
Harrison.....Boone County Hardware
Harrison.....Clark & Eoff Store
Jonesboro.....Home Furniture
Little Rock.....Gus Blass Company
Little Rock.....Jack T. Fryer Furn.
Little Rock.....Manufacturers Furn. Co.
Little Rock.....Standard Furniture Co.
Little Rock.....Steinkamp's Home Furnishers
Malvern.....Hardwick Bros. Furn. Co.
Mountain Home.....Clark & Eoff Store
North Little Rock....Standard Furniture Co.
Paragould.....Trice Brothers Furn. Inc.
Pine Bluff.....John A. Pope Furniture Co.
Rogers.....Linkway Stores Co.
Russellville.....Linkway Stores Co.
Springdale.....Norman Furniture Company

CALIFORNIA
Alameda.....Barker-Tilton Furniture Co.
Anaheim.....Broadway Department Store
Anderson.....Staples-Wymore Furniture Co.
Arcata.....A. Brizard, Inc.
Arcata..... Feuerwerker's
Atascadero.....Carlton Furniture Co.
Azusa.....McMahan's Furniture
Bakersfield..... Fedway
Bakersfield.....McMahan's Furniture
Bakersfield..... Summers
Baldwin Park.....McMahan's Furniture
Barstow.....Barstow Furniture Company
Bellflower.....McMahan's Furniture
Bellflower.....Perry's Furniture
Bell Gardens.....McMahan's
Berkeley..... Breuner's
Beverly Hills.....W & J Sloane
Burbank.....McMahan's Furniture
Burbank.....McNutt Furniture Co.
Canoga Park.....Lindsay Tanzey Furniture
Chula Vista.....Burnett Furniture Co.
Colton.....Bollong & Son Furniture Co., Inc.
Corcoran.....McMahan's Furniture
Coronado...Coronado Warehouse & Supply Co.
Costa Mesa.....McMahan's
Culver City.....McMahan's Furniture
Delano.....McMahan's Furniture
Dinuba.....Mathis & Bolinger
Downey..... McMahan's
Eagle Rock.....McMahan's Furniture
East Bakersfield.....McMahan's Furniture
East Long Beach.....McMahan's Furniture
El Cajon..... McMahan's
El Cajon..... Meachum's
El Cerrito.....Kiefer Home Furniture Co.
El Monte.....McMahan's Furniture
Escondido..... McMahan's
Eureka..... The White House
Fortuna.....Low's Furniture Co.
Fresno.....Aram's Furn.
Fresno.....Fink Furn. Co.
Fresno.....Josephine Furn. Co.
Fresno.....Pacific Furn. Co.
Fullerton..... Gold's Furniture Company
Garden Grove.....McMahan's
Gardena.....Gardena Furn. Inc.
Gardena..... McMahan's
Glendale.....McMahan's Furniture
Glendale.....George Seeley Furniture Co.
Hayward..... Capwells
Hayward..... Lustig's
Hollister.....Black-Cooper Furn.
Hollywood.....J. B. Finch Furniture
Huntington Beach
Bishop's Home Furnishings Co.
Huntington Park.....McMahan's Furniture
Imperial Beach
Coronado Warehouse & Supply Co.
Imperial Beach..Staples-Wymore Furniture Co.
Inglewood.....McMahan's Furniture
Lakewood.....May Company
Lakewood Plaza.....McMahan's Furniture
La Mesa.....McMahan's
Lancaster.....Aven's Home Furnishings
Lancaster.....McMahan's Furniture
Lemon Grove.....McMahan's
Livermore.....H. L. Kamp Furniture Co.
Long Beach.....Broadway Department Store
Long Beach.....McMahan's Furniture
Long Beach.....Aaron Schultz & Sons, Inc.
Long Beach.....Ward's Furniture Co.
Los Angeles.....Broadway Department Stores
(Downtown-Crenshaw-Hollywood-Westchester)
Los Angeles....Butler Brothers-Southern Calif.
Los Angeles..... Gold's
Los Angeles
Huntington Furniture & Appliance Co.
Los Angeles.....L. A. Mercantile Co.
Los Angeles.....May Company
(Downtown-Crenshaw-Wilshire-Valley)
Los Angeles.....The Rapport Company Inc.
Los Angeles.....J. W. Robinson
(All Stores)
Los Angeles.....Tamura & Co.
Modesto.....Union Furniture Company
Modesto.....J. S. West & Co.
Monrovia.....Corben Home Furnishings
Monrovia.....McMahan's Furniture
Montebello.....Montebello Furniture Company
Monterey.....Union Furniture Company
Napa.....Allen & Benedict
North Hollywood.....McMahan's Valley Plaza
Norwalk..... McMahan's
Oakland.....Bercovich And Son Ltd.
Oakland..... Breuner's
Oakland.....California Furniture Co.
Oakland..... Capwells
Oakland.....Good Housekeeping Shop
Oakland.....Jackson Furn. Co.
Oceanside..... Breydon's
Oxnard.....McMahan's Furniture
Oxnard.....Oxnard Furniture
Pacific Beach.....McMahan's
Pacific Grove.....Empire
Pacific Grove.....Holman's
Palmdale.....McMahan's Furniture
Palo Alto.....Palo Alto Furniture Co.
Palo Alto.....Park Furniture
Panorama City....Broadway Department Store
Panorama City.....McMahan's Furniture
Pasadena.....Fedde Furniture Co.
Pasadena.....McMahan's Furniture
Pasadena.....Towne Furniture Co.
Pittsburg.....Lanzafame Furniture Co.
Placerville.....Dillinger's Furniture
Redlands.....Home Furniture Co.
Redondo Beach.....McMahan's
Redondo Beach.....Redondo Furniture
Redwood City.....Gold and Gluskin
Redwood City.....Union Furniture Company
Reedley.....Mathis & Bolinger
Reseda.....McMahan's Furniture
Rialto.....Guth Furniture
Richmond..... Breuner's
Richmond.....Union Furniture Company
Riverside.....J. R. Butler Furn. Co.
Riverside.....Home Furniture Company
Sacramento..... Breuner's
Salinas Empire Furniture
Salinas.....Katick Furniture Co.
Salinas.....Union Furniture Company
San Anselmo.....Braverman's
San Bernardino
Bollong & Son Furniture Co., Inc.
San Bernardino.....The Harris Company
San Diego.....Burnett Furniture Co.
San Diego.....Davidson Furniture Co.
San Diego.....Kobusch Furniture Co.
San Diego.....Peoples Furniture Co.
San Fernando.....McMahan's Furniture
San Fernando.....San Fernando Trading Post
San Francisco.....City of Paris
San Francisco.....Macy's California
San Francisco.....Sterling Furn. Co.
San Francisco.....The Emporium
(Downtown—Stonestown)
San Francisco.....The White House
San Francisco.....Ti Sun Furniture Co.
San Francisco.....Union Furniture Company
San Jose.....L. Hart & Son
San Jose.....McKenley-Glans Furn. Co.
San Jose.....Martino's
San Jose.....Robinson's
San Jose.....Union Furniture Company
San Leandro.....Union Furniture Company
San Luis Obispo.....McMahan's Furniture
San Luis Obispo.....Zegar's Fine Furniture
San Pedro.....McMahan's
San Rafael.....Bellach's Furniture
Santa Ana.....Horton Furniture Co.
Santa Ana.....McMahan's
Santa Ana.....Santa Ana Furniture Company
Santa Barbara.....Carlson's Furniture
Santa Barbara.....Wilson's Furniture
Santa Cruz.....Leask's
Santa Maria.....McMahan's Furniture
Santa Maria.....Saladin's Furniture
Santa Monica.....McMahan's Furniture
Santa Paula.....McMahan's Furniture
Santa Rosa.....Pedersen's
Seaside-Monterey..... Paul's Furniture
Shafter.....McMahan's Furniture
Stockton..... Breuner's
Sunnyvale.....L. Hart & Son
Sunnyvale.....Sunnyvale Furniture
Taft.....McMahan's Furniture
Torrance..... McMahan's
Torrance.....Star Furniture Co.
Tulare.....Mathis & Bolinger
Ukiah.....Ken's Furniture
Vallejo..... Breuner's
Van Nuys.....McMahan's Furniture
Ventura.....Bushs' Furniture
Ventura.....McMahan's Furniture
Vista..... McMahan's
Walnut Creek.....Capwells
Wasco.....McMahan's Furniture
Watsonville.....Union Furniture Company
West Covina.....May Company
Wilmington.....Clausing Bros. Furn. Co.
Wilmington.....McMahan's Furniture

COLORADO
Boulder.....Blackmarr Furniture Co.
Colorado Springs
American Furn. Co. of Colorado Springs
Denver...Bi-Rite Self Service Furniture Store
Denver.....Fred Davis Furniture Co.
Denver.....Miller Furniture Stores
Denver.....The Denver Dry Goods Co.
Durango.....Wallace Furniture Co.
Englewood.....Graham Furniture Co.
Grand Junction.....Treece Furniture Co.
Greeley.....Chlanda-Harris Furniture Co.
Greeley.....Truitt Furniture Co.
Longmont.....Chlanda-Harris Furniture Co.
Monte Vista.....Lockhart's Furniture Co.
Pueblo.....American Furn. Co.
Trinidad.....Trinidad Hardware & Furniture

CONNECTICUT
Bridgeport.....Geo. E. Nothnagle & Son
Bristol.....C. Funk & Son
Danbury.....Henry Dick and Son
Danielson.....Despathy's Furniture, Inc.
Groton.....Silberman's Suburban
Hartford.....G. Fox & Co.
Milford.....Wayside Furniture Shops, Inc.
Moosup.....Despathy's Furniture, Inc.
New Britain.....New Britain Furn. Co.
New Haven.....Ammerman
New Haven.....Bullard's
New Haven.....Edward Malley Co. Inc.
New London.....Kaplan's Furniture Co.
Norwich.....Silberman Furniture Store
Rockville.....Luther A. White, Inc.
Stamford.....Wallman's Furniture Store
Torrington.....The Smith-Tompkins Co.
Waterbury.....Metropolitan Furniture Co.
Winsted.....Winsted Furniture Co.

DELAWARE
Bridgeville.....Scott's Furniture, Inc.
Dover.....Howard Furniture
Dover.....Outten Brothers, Inc.
Milford.....Fisher Furniture & Appliance

DISTRICT OF COLUMBIA
Washington.....Brinson's Furniture Co.
Washington.....Colony House
Washington.....Curtis Bros. Furn. Co.
Washington.....Ideal Bedding Co.
Washington.....Jordan, Inc.
Washington.....S. Kann Sons Co.
Washington..... Lansburgh's
Washington....Julius Lansburgh Furniture Co.
Washington.....Wm. E. Miller Furniture Co.
Washington.....Redman & Brown Furn. Co.
Washington.....Rossler's Modern Furniture
Washington.....Malcolm Scates, Inc.
Washington.....The Hecht Company
Washington.....The Sleep Center
Washington.....Woodward & Lothrop

FLORIDA
All Danley Furniture Stores
Cocoa.....Mather of Cocoa
Daytona Beach.....McFarland Furn. Co.
Daytona Beach.....Mather of Daytona
Daytona Beach.....Sterchi's
Deland.....Mather of Deland
Eustis.....Mather of Eustis
Ft. Lauderdale.Helmly's Furniture Dept. Store
Fort Walton.....Rhodes Furniture
Gainesville.....Cox Furniture Company
Jacksonville.....Cunningham Furn.
Jacksonville.....Haverty Furn. Co.
Jacksonville.....Pierce-Wall Furn. Co.
Jacksonville..... Sterchi's
Lake City.....Hart Furn. Co.
Lakeland.....W. S. Badcock Corp. of Florida
Lakeland.....Maas Bros.
Lakeland.....Mather of Lakeland
Lake Wales.....Wales Furniture Co.
Leesburg.....Boyd's Furniture & Hardware
Melbourne.....Johnson's Furniture Store Inc.
Miami.....Helmly's Furniture Dept. Store
Mulberry.....W. S. Badcock Corp. of Florida
Ocala.....Peebles-Koontz Co.
Orlando.....Haverty Furniture Company
Orlando..... Sterchi's
Palatka.....McLean Furn. Co.
Panama City.....Rhodes Furniture
Pensacola.Pensacola Housefurnishing Company
Pensacola.....Rhodes Furniture
St. Augustine.....Willis Inc.
St. Petersburg.....Maas Bros.
Sanford.....Mather of Sanford
Sarasota.....Maas Brothers
Tallahassee.....Collins Furn. Co.
Tampa.....W. S. Badcock Corp. of Florida
Tampa.....Maas Bros.—Downtown
Tampa.....Maas Bros. Store for Homes
West Palm Beach.....Helmly's Furniture Co.
Winterhaven.....Mather of Winterhaven

GEORGIA
Henson Furniture Stores of Georgia
Albany.....Morrow Cook Furn. Co.
Atlanta.....Davison-Paxon Co.
Atlanta..... Rich's, Inc.
Augusta.....Bowen Bros.
Quitman.....Patrick Furn. Co.
Savannah.....I. C. Helmly Furn. Co.
Savannah.....Maxwell Brothers Furniture Co.
Thomasville.....W. Feinberg and Son, Inc.
Valdosta.....Herrin-Conoly Furn. Co.
Waycross.....Singleton Furniture Company

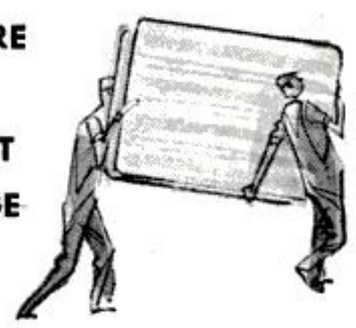
HAWAII
Hilo.....Agasa Furniture Shop
Hilo.....Okano Furniture & Upholstery
Hilo.....I. Yamada Furniture Store, Ltd.
Honolulu.....Asahi Furniture Company
Honolulu.....Central Furniture Co., Ltd.
Honolulu.....Dung's Furniture
Honolulu.....Kaimiki Furniture Store
Honolulu.....Kapiolani Furniture
Honolulu.....Oahu Furniture Co.
Honolulu.....Pacific Furniture
Honolulu.....Rattan Art Gallery, Ltd.
Honolulu.....State Furniture Company, Ltd.
Honolulu.....Sur Furniture
Kahului.....A & B Stores
Kailua.....Kailua Furniture
Lihue.....H. S. Kawakami Stores, Ltd.
Wailuku.....Home Furnishings
Div. of Maui Dry Goods & Grocery Co., Ltd.
Waipahu Arakawa's

IDAHO
Boise.....C. C. Anderson Stores Co.
Coeur D'Alene.....Runge Furniture, Inc.
Lewiston.....C. C. Anderson Co.
Lewiston.....Lewiston Furniture
Lewiston.....Sylvan Furniture
Moscow.....Brown Furniture
Moscow.....Moscow Furniture
Sandpoint.....Furniture Exchange
Wallace.....Runge Furniture, Inc.

ILLINOIS
Berwyn.....Central Utilities & Furniture Co.
Chicago.....Gatelys People's Store
Chicago.....General Furniture Co.
(Both Stores)
Chicago.....Libby Furniture & Appliance Co.
(All Four Stores)
Chicago.....Montgomery Ward—Retail
Chicago.....Nei Brothers
Chicago.....Nelson Brothers
Chicago.....Petersen Furn. Co.
(All Stores)
Chicago.....John M. Smyth Company
(All Five Stores)
Chicago.....The Fair Store
(All Four Stores)
Chicago Heights.....Rau Store
Danville.....Penry Furniture Co.
Decatur.....Arthur's Furniture
Evanston.....Lord's Department Store
Harvey.....Morrison Furniture Company
Jacksonville.....Hopper & Hamm, Inc.
Kankakee.....Lassers Furniture Co.
La Grange.....La Grange Furniture Mart
La Grange.....Montgomery Ward
Le Roy.....The How
Moline.....Conn's Town & Country
Monmouth.....Larson Furniture Mart
Peoria.....Silvers Furniture & Appliances
Roanoke.....Sauder Furniture Store
Rushville.....Wyne Bros.
Waukegan....Libby Furniture & Appliance Co.

INDIANA
Anderson.....North Town Furniture
Auburn.....Gerig Furniture Company
Bedford.....Buck Lemon Furn. Inc.
Brazil.....W. E. Sherfey Furn. Inc.
Chesterton.....Chesterton Furniture
Columbus.....Banner-Whitehill Corporation
Connersville.....Furniture Trading Post, Inc.
Crown Point.....Esser Home Furnishers
Elkhart.....Ziesel Brothers
Evansville.....Finke Furniture Co.
Gary.....Deimel Fine Furniture
Gary.....Empire Furniture
Gary.....Radigan Bros.
Goshen.....Stiver's Furniture
Greenfield.....Bradley Hall Furn. Co.
Greensburg.....The Schultz Co.
Hammond.....Vierk's Hessville Furniture
Hammond
Werth's Furniture & Appliance Center
Indianapolis....Banner-Whitehill Corporation
Indianapolis.....Richard Bennett Furn.
Indianapolis.....Wm. H. Block Company
Indianapolis.Wm. H. Block Home Budget Store
Indianapolis.....Colonial Furniture Co., Inc.
Indianapolis.....People's Outfitting Co., Inc.
Kendallville.....A. J. Berhalter Company
Kokomo.....Miller Furniture Co.
Lafayette.....Village Furniture, Inc.
Lawrenceburg....Home Furniture & Appliance
Linton.....Baxley Appliance & Furn. Co.
Logansport.....H. Wiler, Inc.
Madison.....Gans Furniture Co.
Merrillville.Merrillville Furn. Locasto & Vierk
Mt. Vernon.....Alles Brothers Furn. Co.
Muncie.....Ball Stores, Inc.
Muncie.....Banner-Whitehill Corporation
Muncie.....C. Cree Gable Furn. Inc.
Nappanee....Wise's Town & Country Furniture
New Castle.....Bradley Hall Furn. Co.
Peru.....Glazier Furniture Showrooms
Richmond.....Duning Furniture Co.
Rochester.....Camblin's, Inc.
Rushville.....Taff Furniture Store
Seymour.....Gans Furniture Co.
Shelbyville.....Bradley Hall Furn. Co.
South Bend.....Ries Furniture Company
South Bend....Sandock Furniture & Carpeting
Spencer.....J. R. Emerson Furniture
Tell City.....W. J. Gerber Inc.

MORE ON NEXT PAGE



Copyrighted material

Find your favorite store listed here

Valparaiso.....Valparaiso Furniture Company
Vincennes.....Schultheis & Sons Inc.
Wakarusa.....Edw. Lienhart & Sons
Washington.....Creagers Furniture Inc.

IOWA

Cedar Rapids.....Peoples Furniture
Cedar Rapids.....Smulekoff's
Clinton.....Roehl-Phillips Furn.
Cresco.....Braham Furn.
Creston.....Coen's Furn.
Davenport.....Freeman-Glickman, Inc.
Des Moines.....Anderson Furniture Co.
Des Moines.....Younkers
Dubuque.....Roshek Bros.
Iowa City.....Kirwan Furn.
Marshalltown.....The McGregor Company
New Hampton.....Robinson's
Ottumwa.....McGregor Furn. Co.
Pella.....Boat & Boatsma
Shenandoah...Redfield-Sullivan Furn. Store
Sioux City..Bekin's Warehouse Furniture Store
Sioux City.....Younkers
Vinton.....Miller Furn. Co.
Waterloo.....Hurwich's
Waterloo.....McGregor Furn. Co.

KANSAS

Atchison.....Levin-Handke Furn. & Appl. Co.
Coffeyville...Brown Furniture & Appliance Co.
Dodge City.....Mullin Furniture Inc.
Garden City.....Mullin Furniture Inc.
Great Bend.....Mullin Furniture Inc.
Hutchinson.....Graber's
Hutchinson.....Mullin Furn. & Appl. Inc.
Junction City.....Johnson Bros. Furn. Co.
Larned.....Mullin Furniture Inc.
Lawrence.....Miller Furniture Co.
Liberal.....Mullin Furniture Inc.
Mission.....Wilson-Drake Furn. & Appl.
Newton.....Hanna Furn. Co.
Pratt.....Mullin Furn. & Appl. Inc.
Topeka.....Emahizer's Furniture Co.
Wichita.....Innes—A Macy Store
Wichita.....Vowel Furniture Co.
Winfield.....Kay & Kaw Furniture Inc.

KENTUCKY

Barbourville.....Miller-Yancey Furn. Co.
Benton.....Fleming Furniture
Covington.....Modern Furniture Co.
Cynthiana.....Carr Furniture Co.
Frankfort.....Marcus Furniture Co.
Hopkinsville.....Jordan Furn. Co.
Lebanon.....Marion Co. Hdwe.
Lexington.....Purcell's
Lexington.....L. L. Roberts Furniture Co.
Louisville.....United Furniture Co. Inc.
Mayfield.....Rhodes-Burford Co.
Maysville.....C. L. Mains & Son
Middlesboro.....White Furn. Co.
Morganfield.....Veatch Furn.
Mt. Sterling.....Williamson Furniture Co.
Paducah.....Rhodes-Burford Co.
Pleasure Ridge Park.United Furniture Co. Inc.
Radcliff.....Benningfields Furn. Center
Springfield.....Robertson Inc.
Winchester.....Ratliff Furniture Co.

LOUISIANA

Bogalusa.....Barnes Furniture Store
Bogalusa.....Brock Furniture Company
Covington.....Burns Furniture Co.
Crowley.....Brandt Furniture Store
Houma..... A. M. & J. C. DuPont, Inc.
Lake Charles....Enterprise Furniture Galleries
Monroe.....Dixie Furn. Co.
New Orleans
Barnett's Downtown-Gentilly Woods
Opelousas.....Abdalla's Furniture Store
Shreveport.....Bewley Furniture Co.
Shreveport.....Haverty Furn. Co.
Shreveport.....Hemenway's
(All Stores)
West Monroe.....J. Adams Furn. Co.

MAINE

Houlton.....Dunn Furniture Co.
Lewiston.....Atherton's
Portland.....Atherton's
Rockland.....Burpee Furniture Company

MARYLAND

Aberdeen.....Henry Tarring Sons, Successors
Annapolis.....Hopkins Furniture Co.
Baltimore.....Gomprecht & Benesch
Baltimore.....Grand Rapids Furniture Co.
Baltimore.....Littlepage's Furniture Store
Baltimore.....Reisinger-Siehler Co.
Baltimore.....Stewart's
Berlin.....John Donaway Furniture
Brunswick.....Potomac Furn. Co.
Cambridge.....Nathan's Furniture Store
Chestertown.....Nathan's Furniture Store
Chevy Chase.....Woodward & Lothrop
Cumberland.....L. Bernstein Furn. Co.
Denton.....Cooper Furniture Co.
Dundalk.....Dundalk Furniture Co.
Easton.....Howard Furniture
Hagerstown..... Eyerly's
Hagerstown.....Miller's Furniture Store
Langley Park.....Lansburgh's
Laurel.....Laurel Furn. Co.
Lexington Park.....Bill Raley's Sales Center
Pocomoke City.....Outten Brothers, Inc.
Salisbury.....Feldman Brothers
Silver Spring.....The Hecht Company
Suitland.....Malcolm Scates, Inc.
Wheaton.....Mel-Rose Furniture

MASSACHUSETTS

Amherst.....Griggs, Inc.
Ayer.....Miller Furniture Co.
Boston.....Jordan Marsh Company
Boston.....John H. Pray's-Boston
Boston.....T. D. Whitney, Inc.
Chatham.....Chatham Furniture Store
Easthampton.Easthampton Furniture Company
Fall River.....Mason Furniture Showrooms
Fitchburg.....Belliveau Furniture Co., Inc.
Fitchburg.....Giadone's, Inc.
Framingham.....Lewis Furniture Co.
Haverhill.....Boston Furniture Company
Holyoke.....Epstein Furniture Co., Inc.
Lawrence.....Michael J. Sullivan, Inc.
Lowell.....Household Furniture Company
Malden..... Ruderman's
New Bedford.....Mason Furniture Co.
North Adams.....National Furniture Co.
Springfield.....Okun's With The Red Canopy
Springfield.....Ross Bedding & Furn. Co.
West Springfield..Retail Furniture Warehouse
Worcester.....American Supply Company
Worcester.....Denholm & McKay Co.
Worcester.....Northridge's

MICHIGAN

Albion.....Bishop Furniture
Alpena.....Alpena Furniture Co.
Alpena..... Gately's
Ann Arbor.....The Martin Hailer Co.
Ann Arbor.....Midwest Furniture Co.
Bad Axe.....The Reimann-Snyder Co.
Bay City.....Bishop-Young Co.
Bay City.....C. E. Rosenbury & Sons
Belleville.....The Roberts Brothers Furniture
Benton Harbor.....Lewis Furniture Co.
Big Rapids.....Goodhousekeeping Shop
Buchanan.....Sexton's Furn. & Appl.
Calumet..... Gately's
Clare.....Household Appliances Inc.
Coldwater.....Wilbur's Furniture Store
Detroit.....Bedrooms Inc.
Detroit.....Charles Furniture Co.
Detroit..... Crowley's
Detroit.....Forster Furniture Co.
Detroit.....May Furniture Co.
Detroit.....Riviera Furn. Co.
Detroit.....Sofas Inc.
Detroit.....Sterling Furniture Co.
Detroit.....The Ernst Kern Co.
Detroit.....Trees Furniture Co.
Escanaba.....Home Supply Co.
Flint.....Flint Home Furnishings Co.
Gladwin.....Rice Furniture Company
Grand Haven.....D & S House of Furniture
Grand Rapids.....Van Den Berg Bros.
Grand Rapids.....Williams Furniture Co.
Grand Rapids..... Wurzburg's
Hancock.....Gartner's Department Store
Hart.....Gale's Furniture
Hillsdale.....H. J. Gelzer and Son, Inc.
Holland.....De Vries & Dornbos Co.
Iron Mountain.....Ball & Christy
Iron River.....Jos. Selin & Sons Co.
Ironwood.....McKevitt-Kershner & Patrick Co.
Ironwood..... Pearce's
Ishpeming..... Gately's
Ishpeming.....Selin's
Jackson.....Vermeulen Furn. Co.
Kalamazoo.....The Home Furnishing Co.
Kalamazoo.....Stewart-Clarke Co.
Kalamazoo.....Vermeulen Furniture Co.
Lake Linden.....Pearce's
Lapeer.....Beyer's Furniture
Marshall.....E. B. More Furniture Co.
Menominee.....Pfankuch Furniture Co.
Midland.....Miller Furniture
Monroe.....Floral City Furniture Company
Mt. Clemens..Dopp and Schwark Furniture Co.
Mt. Pleasant.....Household Appliances, Inc.
Owosso.....Robbins Furniture Co.
Perry.....The P. J. Aldrich Stores Inc.
Petoskey.....Petoskey Housefurnishing Co.
Pontiac.....Lewis Furniture Co.
Pontiac.....Thomas Economy Furniture Co.
Port Huron...R. W. Spike Furniture Company
Saginaw.....Art Sample Furn. Co.
Saginaw..... Gately's
St. Clair.....Friederichs & Son
St. Clair Shores..Price Furniture & Appliance
St. Clair Shores.....E. C. White Company
Sturgis.....Sigrist Furniture
Sunfield.....Mapes Furniture
Traverse City.....House of Furniture
Utica.....Bejnar's Furniture & Music
West Branch.....Morse Furniture Store

MINNESOTA

Fairmont.....Forster Furniture Company
Faribault.....Landkamer Furniture Co.
Mankato.....Landkamer Brothers Co.
Minneapolis.....Boutells—Downtown
Minneapolis.....Boutells—Southdale
Minneapolis.Krome Furniture & Appliance Co.
Minneapolis.....Minnehaha Furniture Co.
Minneapolis.....Oxboro Furniture Sales
Moorhead.....Leo Johnson Furn. Co.
New Ulm.....J. H. Forster Inc.
Owatonna.....Brick Furniture, Co.
Red Wing.....The Ferrin Company
Redwood Falls.....Forster Furniture Company
Rochester.....F. J. Paine Company
St. Cloud.....Kain-Hanson
St. James.....Forster Furniture Company
St. Paul.....Golden Rule
St. Paul.....Weyand Furniture Co.
Springfield.....Forster Furniture Company
Stillwater....Simonet Furniture & Carpet Co.
Tracy.....Forster Furniture Company
Virginia.....Ketola Furn. Co.

MISSISSIPPI

Clarksdale.....Levingston Furn. Co.
Cleveland.....Levingston Furn. Co.
Greenwood.....Jordan & Co.
Natchez.....Byrne Furn. Co. and Annex
Starkville.....Landers Furniture Co.
Vicksburg.....Saul Fried

MISSOURI

Butler.....Hargrave Furniture Co.
Columbia.....McLaughlin Bros. Furn. Co.
Excelsior Springs.....McCullough's
Harrisonville.....Runnenburger's
Independence.....Wyandotte Furn. Co.
Jefferson City.....Wyandotte Furn. Co.
Kansas City.....Bingham-Sine Inc.
Marshall.....Winkelmeyer's Furniture
St. Joseph.....Kirwan Furn. Co.
St. Louis.....Fair Mercantile Company
St. Louis.....Famous-Barr
(All Four Stores)
St. Louis.....Stix, Baer & Fuller
Sedalia.....McLaughlin Bros. Furn. Co.
Springfield....McNier Furniture & Carpet Co.

MONTANA

Billings.....Rowe Furn. Co.
Bozeman.....Gallatin Valley Furn. Co.
Cut Bank.....Lovsnes Furn.
Glendive.....Farm And Home
Great Falls.....Paris of Montana
Helena.....Holly's Original Self-Service Furn.
Libby.....Simurdak Furniture

NEBRASKA

Beatrice.....Kempker Furn. Co.
Bellevue.....The Big Store
Fairbury.....Barber Furn. Co.
Fremont.....Von Furn. Company
Grand Island.....Swan's Furn.
Hastings.....Swan's Furn.
Kearney.....Swan's Furn.
Lincoln.....Hardy Furniture Co.
McCook.....Swan's Furn.
Norfolk.....Ballantyne's Furn. Inc.
North Platte.....Swan's Furn.
Omaha.....Orchard & Wilhelm Co.
Omaha.....Union Outfitting Company
Scottsbluff.....Webber's Furn. Company
Seward.....Gass Furn. Co.
York..... Osborn's

NEVADA

Elko.....Stinson-Berger Furn. Co.
Reno.....McMahan's Furniture

NEW HAMPSHIRE

Keene.....Platkin's Wayside
Laconia.Chertok's Laconia Furniture Co., Inc.
Manchester.....E. M. Chase Co.

NEW JERSEY

Asbury Park.....Bankers Furn. Co.
Asbury Park.....Steinbach Co.
Atlantic City.....M. E. Blatt
Avenel.....Winter Bros. Wayside Furn. Shop
Bayonne.....Cohens Furniture House
Bayonne.....Steinert Bros.
Bloomfield.....Beacon Furniture Corp.
Clifton.....David Sussman
Elizabeth.....McManus Bros.
Garfield.....Royal Bedding Co.
Hackensack.....Plager's Furniture
Hamburg.....Herbie's Furniture Co., Inc.
Hoboken.....Washington Furniture Co.
Jersey City.....Goodman's
Jersey City.....Goodman's Castle
Jersey City.....Kunath Furniture
Kenilworth.....McManus Bros.
Montclair.....La Reine Furniture Co.
Morristown.....M. P. Greenberger Co.
Newark.....L. Bamberger & Co.
(All Stores)
Newark.....Hahne and Company
Newark.....W. Jelley, Inc.
New Brunswick.....Lesters Home Furnishers
New Egypt.....Blunt's, Inc.
Newton.....Herbie's Home Furniture
Ocean City.....Stainton's Dept. Store
Orange.....David Palons & Co.
Paramus—Bergen Mall.....Stern Bros.
Passaic.....Deich Furn. Co.
Passaic.....Grand Rapids Furn. Co.
Paterson.....Bograd Bros.
Paterson.....Quackenbush Dept. Store
Paterson.....Slaters Inc.
Perth Amboy.....Albert Leon & Son, Inc.
Plainfield.....Mirons, Furn.
Pompton Lakes.....Pompton Furniture Co.
Rahway.....Koos Bros.
Ridgewood.....Milford Furn. Shop
Ship Bottom.....Whalon's
Sommerville.....Granetz Furn.
Succasunna.....Suburban Furniture Co.
Summit.....Zeigners Furniture
Trenton.....Lit Brothers
Trenton.....Samuel B. Light
Union City.....Ace Furniture & Bedding
Ventnor.....Ventnor Furn. Co.
Westwood.....Five Corners Furn. Co.
Wharton.....Walter Collict & Son
Wildwood.....Nesbitt Sales Co., Inc.
Woodbridge.....McManus Bros.

NEW MEXICO

Alamogordo.....Home Furniture Co.
Albuquerque.....American Furniture Co.
Carlsbad.....Skeen Furniture Co.
Farmington.....Wallace Furniture Co.
Gallup.....Matthews Furniture Co.
Las Vegas..Ilfeld Hardware and Furniture Co.
Roswell.....Allen Furniture Co.
Santa Fe.....Souders Furniture Co.

NEW YORK

Astoria-Queens, L. I.....J. Josephs
Bronx.....Ludwig Baumann & Spear's
Brooklyn.....Abraham & Straus
Brooklyn (Greenpoint)
George Jochnowitz Furniture Co.
Brooklyn.....Midwood Mattress Co.
Brooklyn.....Pollack Furniture Company
(Both Stores)
Brooklyn.....Sunset Mattress Company
Flushing, L. I.....B. Gertz
Hempstead, L. I.....Abraham & Straus
Hicksville, L. I.....B. Gertz
Jamaica, L. I.....B. Gertz
New York City.....B. Altman & Co.
New York City.....Bloom & Krup
New York City.....Finkenburgs
New York City.....Gimbels
(New York—Westchester
Valley Stream, Bay Shore, L. I.)
New York City....Ludwig Baumann & Spear's
New York City.....Macy's
(Herald Square—Parkchester—
White Plains—Jamaica—Flatbush—
Roosevelt Field, L. I.)
New York City.....Stern Bros.
Stapleton, S. I.....Joseph Jaeger & Sons
W. New Brighton, S. I.....Farr Furniture Co.
White Plains.....Mazur Brothers
Yonkers.....M. Dee & Son
Albany.....A. Swire Furniture
Albany.....W. M. Whitney & Co.
Amsterdam....Charles J. Olender & Sons Inc.
Auburn.....Rondina Furn. Co. Inc.
Batavia.....Max Pies Furn. Co.
Binghamton.....Fowler Dick & Walker
Binghamton.....Sullivan Bros. Furn. Co.
Buffalo.....J. N. Adams & Company
Buffalo.....Adam, Meldrum & Anderson
(All stores)
Buffalo.....P. M. Berst & Sons
Buffalo.....Gardner Furniture Company, Inc.
Buffalo.....Wm. Hengerer Co., Inc.
Buffalo.....Home Beautiful Furn. Co.
Buffalo.....Laufer Furn. Company
(Both stores)
Buffalo.....Nemmer Furniture
(All three stores)
Buffalo.....Rosinski Furniture Company
(Both stores)
Buffalo.....Sheral Furniture & Appliance Co.
Buffalo.....Zoltes Inc.
Canton.....Sperling Furn. Stores Inc.
Carthage.....N. L. Campany & Co., Inc.
Chatham.....B. H. Delson Co.
Dunkirk.....Geo. H. Graf & Co., Inc.
Elmira.....Edgcomb Furn. Co.
Elmira.....Kobacker Furn.
Endicott.....A & S Furn. Co.
Gloversville.....Livingston's
Hudson.....R. Gray's Sons, Inc.
Ithaca.....Shulman's Inc.
Jamestown.....Field & Wright Co., Inc.
Kingston.....Kaplan Furn. Co.
Lockport.....Pies Lockport Furniture Corp.
Mahopac.....Mahopac Furniture Co.
Malone.....Sperling's Furniture Stores
Massena.....Sperling's Furniture Stores
Middletown.....Smith Street Furniture Co.
Mount Vernon.....George Fennell & Co. Inc.
Niagara Falls.....Beir Bros. Inc.
Nunda.....Nunda Furniture Store
Ogdensburg.....Sperling's Furniture Stores
Olean.....Matson's Inc.
Oneonta...Brezee's Oneonta Dept. Store, Inc.
Orchard Park.....W. G. Arthur Co., Inc.
Ossining.....A. L. Myers, Inc.
Peeskill.....B. & F. Furniture Co., Inc.
Port Chester
Joseph Cohen & Sons Furniture, Inc.
Potsdam.....Sperling Furniture Stores
Poughkeepsie.....Perlmutter Furniture Co.
Rochester.....Garson & Wood Furn. Co.
Rochester.....Kittelberger Furniture Co.
Rochester.....McCurdy & Company
Rochester.....North Side Furniture House
Rochester.....Schulman Furniture Co.
Rochester.....Sibley, Lindsay & Curr Co.
Rochester....Sturman Quality Home Furn. Co.
Rochester.....Titus Quality Home Furn. Co.
Roscoe.....Hodge's Fashions in Furniture
Sag Harbor.....R. C. Barry & Sons Inc.
Schenectady.....H. S. Barney
Suffern.....Suffern Rug & Furniture Co.
Syracuse....C. E. Chappell & Sons—Downtown
Syracuse
C. E. Chappell & Sons—Northern Lights
Syracuse.....Fleischmans
Syracuse.....Lincoln Stores
Tonawanda
Calvin's Furniture & Appliances, Inc.
Tonawanda.....Twin Ton Dept. Store
Troy.....Wm. Frear & Co., Inc.
Troy.....Henry S. Mantell Furniture
Troy.....House of Montague
Troy.....Nelick's Furniture Inc.
Utica.....Markson's Furniture Stores, Inc.
Utica.....E. Tudor Williams, Inc.
Walden....T. L. Millspaugh Furniture House
Waverly.....Knapps Dept. Store
Wurtsboro
Wurtsboro Furniture and Mattress Co.

NORTH CAROLINA

Aberdeen.....Hallum Furniture Company
Ahoskie.....Garrett's Furniture
Asheville.....Haverty Furniture Co.
Durham
Browning & Farrell Furniture Co., Inc.
Elizabeth City.....Williams Furniture Co.
Fayetteville.....Highland Furniture Company
Fayetteville....Homemakers Styled Furniture
Greenville.....Friendly Furniture Co.
Hamlet.....Hallum Furniture Company
Jacksonville.....Boomtown Furniture Co.
Jacksonville.....Furniture Fair
Kinston.....Oettinger Brothers
Laurinburg.....Hallum Furniture Company
New Bern.....Oettinger Brothers Inc.
Raleigh.....Rhodes Furniture
Reidsville.....Reidsville Furniture Company
Roanoke Rapids.....Taylor Furniture Co.
Rockingham.....Hallum Furn. Co.
Statesville.....Blackwelder Furn. Co.
Statesville.....Gordon's Furniture Stores
Tarboro.....J. E. Simmons Furniture Co.
Wadesboro.....Hallum Furniture Company
Wendell.....Wendell Furniture Co. Inc.
Wilmington.....Sutton Council Furniture Co.

NORTH DAKOTA

Minot.....Keating Furniture Co.

OHIO

Akron.....Best Furniture Co.
Akron.....The M. O'Neil Co.
Akron.....Polsky's of Akron
Akron.....Sokol Furniture Co.
Akron.....Weinrich's Furn. & Appl Co.
Akron.....The Yeager Co.
Ashtabula.....The Penny Furniture Co.
Bellaire.....Rudners Furn. Store
Belpre.....Belpre Furn. Co.
Bowling Green.....Wood County Furniture
Bucyrus.....Wm. Wise & Sons
Cambridge.....Kaplans Cambridge Furn.
Canton.....Summer's Furniture Shoppe
Canton.....The R & J Furniture Co.
Celina.....Spriggs Furniture Co.
Chesterhill.....Fawcett Stone Furn.
Cincinnati.....A and N Furniture and Appl.
Cincinnati.....H and S Pogue Co.

Copyrighted material



Cincinnati.....J. Schloemer Furniture
Cincinnati.....John Shillito Co.
Cleveland...Jamestown Furniture & Appliance
Cleveland.....Katz Rothstein Furniture Co.
Cleveland.....Sterling Lindner Davis
Cleveland.....The Bailey Dept. Stores Co.
Cleveland.....The Higbee Co.
Cleveland.....The Geo. C. Lang Furn. Co.
Cleveland.....The May Co.
Cleveland.....The Wm. Taylor Sons & Co.
Columbus.....Glick Furniture Stores
Columbus.....The Hadley Co.
Columbus.....Home Furnishing Co.
Columbus.....Hub Furniture & Cpt. Co.
Columbus.....F & R Lazarus Co.
Columbus.....Leonards Furn. & Carpeting Co.
Columbus.....Lord's, Inc.
Columbus.....May & Co.
Columbus.....May & Co. Central Point Store
Columbus.....Ohio Furniture Carpet & Appl.
Columbus....Richlyn Furniture & Appliances
Columbus.....Sleep Rite Shop
Columbus.....Steelton Furniture Co.
Columbus.....Van Hise Furniture Co.
Columbus Grove.....Hartman Sons
Coshocton.....Fountain Furn.
Dayton.....Booth Furniture Co.
Dayton.....May & Company
Dayton.....Victor-Dayton Furn. Co.
Dayton.....Rike Kumler Co.
Dayton.....West Side Furniture Co.
Defiance.....Hoffman's Furniture Inc.
Delphos.....Lehmann's Furniture
Dennison.....Hicks Furn. Co.
East Liverpool.....Smith and Phillips Co.
Elyria.....Elyria Furniture Co.
Elyria.....Kaplan's Furniture
Euclid.....Dickinson & Kruger Inc.
Findlay.....Jackson's Furniture Stores
Fremont.....Tschumy Bros.
Galion.....Logan Furniture, Inc.
Hamilton.....Krebs Furniture Co.
Hamilton.....Ringel's Hamilton Furniture
Kenton.....Rexin's Inc.
Lima.....Gregg's Inc.
Lorain.....T. N. Molas & Sons Furniture
Louisville.....Paquelet Furn. Co.
Mansfield.....Batson Furn. Co.
Martins Ferry.....Rudners Furn. Store
Newark.....Newark Furn. Co.
Norwalk.....Perfected Furniture
Parma.....Rowe Furniture Co.
Piqua.....Piqua Furniture Mart
Ravenna.....Klein's Furniture Store
St. Marys.....Huber Furniture Co.
Sandusky.....Herman's Furniture Inc.
Springfield.....The Hadley Co.
Steubenville.....L. and A. Furniture Co.
Steubenville.....The Hub
Sylvania.....Comstock & Coventry Furniture
Tiffin.....Arend-Corthell Furn.
Toledo.....Art Furniture Company
Toledo.....Bondy Furniture Company
Toledo.....The Buckeye Furniture Company
Toledo.....Glowacki Furniture Company
Toledo.....Kobacker Furniture Company
Toledo.....Lamson's
Toledo.....Lasalle's
Toledo..The Toledo Home Furniture Company
Toledo.....Walker Furniture Company
Troy.....Troy Rowlands Furn. Co.
Urbana.....Willman Furniture
Westerville.....Carter Furniture Co.
Willard.....The B. F. Fink Co.
Wilmington....The David Adair Furniture Co.
Xenia.....R. D. Adair Furniture Co.
Youngstown.....Hume's Furniture
Youngstown.....Robins Furniture Co.

OKLAHOMA

Alva.....C. E. Loomis Furniture Co.
Bartlesville.....Piper Furniture Company
Enid.....C. E. Loomis Furniture Co.
Norman..... Ewing-Saunders
Oklahoma City.....John A. Brown Co.
Oklahoma City.....Cullimore's Interiors
Oklahoma City.....Haggard's Five Stores
Oklahoma City.....Harbour-Longmire, Inc.
Okmulgee.....C. G. Smith Furniture Company
Ponca City.....Glenn Paris & Sons
Sapulpa.....Gilliom And Harris
Skiatook..Jones Hardware And Furniture Co.
Tulsa.....Brown Dunkin Co.
Tulsa...Cornwell's Furniture And Appliances
Tulsa.....Meek's Furniture
Tulsa.....Shannon Furniture Company
Tulsa.....Jack Wills Furniture And Draperies

OREGON

Ashland.....Provost's Furniture
Astoria.....Bjorklund's
Astoria.....Hildebrand & Co.
Beaverton.....Gales Furniture Co.
Bend.....A. C. Stipe Furniture
Central Point.Lucas and Howard Furniture Co.
Coos Bay.....Art Decorating and Furniture
Corvallis.....Corvallis Home Furnishings
Cottage Grove..Cannon Appliance & Furniture
Cutler City.....Ocean Bay Furniture
Dallas.....Dalton Furniture Co.
Eugene.....Johnson Furniture Co.
Eugene.....Rubenstein Furniture Co.
Hermiston.....Columbia Furniture
Junction City.....Strauss Furniture
Klamath Falls.....Hafter Furniture Co.
Klamath Falls.....Lucas Furniture Co.
Lakeview....Lucas and Howard Furniture Co.
Lebanon.....Dave Epps Furniture
Madras.....Gerkes Furniture Co.
Medford.....Dempster Furniture Co.
Medford.....Weeks & Orr Furniture Co.
Mt. Angel.....H. L. Stiff Furniture Co.
Oregon City.....Busch Furniture Co.
Oregon City.....Hogg Bros.
Pendleton.....Pendleton Furniture
Portland.....Alberta Furniture Co.
Portland.....Director Furn. Co.
Portland.....Edwards Furn. Co.
Portland.....Gevurtz Furn. Co.
Portland.....Holman Furn. & Appliances
Portland.....Meier & Frank Co.
Portland.....Nederhiser Furniture & Appl.
Portland.....Sharff & Sons
Portland.....Shleifer Furniture Co.
Roseburg.....Carstens Furniture Co.
Roseburg.....Curtis Bros. Home Furnishings
St. Helens.....Magone-Owens
Salem.....Hogg Bros.
Salem.....Meier & Frank Co.
Salem.....H. L. Stiff Furniture Co.
Seaside.....Bjorklund's
Silverton.....H. L. Stiff Furniture Co.
Sweet Home.....Dave Epps Furniture
Tillamook.....Fisher Bros. Furniture

PENNSYLVANIA

Aliquippa.....Pittsburgh Mercantile Co.
Allentown..... Zollinger-Harned
Altoona.....Wolf Furniture Company
Ambridge.....Economy Furniture Co.
Arnold.....W. R. Gott
Beaver....J. T. Anderson Furniture and Gifts
Bellefonte.....Wolf Furniture Company
Bethlehem.....Furniture Hall
Butler.....Reliable Furniture Co.
Canton.....Canton Furniture Company
Cheltenham.....Gimbel Bros.
Collegeville.....Fisher Wayside Furniture
Conyngham.....Thrift Wayside Furn. Mart
Coraopolis.....J. H. Gillis Furniture
Ellwood City
Mervis Four Floors of Fine Furniture
Erie.....M. Masiroff & Co.
Erie.....Reliable Home Furnishing Co.
Erie.....John V. Schultz Co.
Erie.....Stanley Bros. Furniture Co.
Farrell.....Myer Frank Furn.
Galeton.....Lush Brothers Inc.
Harrisburg.....Miller's Furniture Store
Harrisburg.....Pomeroy's Inc.
Homestead.....Half Bros.
Huntingdon.....Peoples Furniture Company
Huntingdon.....Wolf Furniture Company
Lancaster.....Oblender's Inc.
Lehighton.....McGrail Furn. Co.
Lewisburg.....Broadt's Wayside Furn. Store
Lewistown.....Wolf Furniture Company
Lockhaven.....Wolf Furniture Company
McKeesport.....Hirshberg's
McKeesport.....Ruben's
Mansfield.....The T. W. Judge Company
Meadville.....J. H. Nunn Co.
Meadville.....Robins Furniture
Mercer.....Miller's of Mercer
Montrose.....Lee's Furniture Store
New Castle.....Haney Furniture
Olyphant.....Pinkus & Sons
Palmerton.....Hager Furn. Co.
Perkasie.....Renner Bros.
Philadelphia.....Gimbel Bros.
Philadelphia.....Lit Brothers
(All stores)
Philadelphia.....Morris Schiff Co.
Philadelphia..... Snellenburgs
(All three stores)
Pittsburgh.....Pittsburgh Mercantile Co.
Pittsburgh.....Rosenbaum Co.
Reading.....Kaufmann Furniture Co.
Rochester.....Goorin & Harris Furn. Co.
Scranton.....Howard Furn. Co.
Scranton.....Kaplan Furn. Co.
Souderton.....Fisher's Furniture Co.
State College.....Schlow's Quality Shop
State College.....Wolf Furniture Company
Sunbury.....Miller's Furniture Store
Uniontown..Metzler's Home Furnishings Store
Upper Darby.....Gimbel Bros.
Wellsboro.....Davis Furniture
West Brownsville...Pittsburgh Mercantile Co.
West Chester.....Kauffman's
Wilkes-Barre.....Pomeroy's Inc.
Wilkes-Barre..United Furniture Manufacturers
Wilkinsburg.....Faller Furniture Co.
Williamsport.....Wolf Furniture Co.
York.....Bon-Ton Store for Homes

RHODE ISLAND

Newport.....Walsh Brothers, Inc.
Providence.....McKay's Furniture, Inc.
Providence.....MacDonald's Furniture Co.
Woonsocket..... McCarthy's

SOUTH CAROLINA

Charleston.....Altman Furniture Company
Charleston....Morris-Sokol Furniture Company
Charleston.....A. M. Solomon & Sons
Columbia.....Haverty Furniture Company
Greenville.....Haverty Furniture Co.
Greenville.....Maxwell Brothers
Seneca.....Maxwell Brothers McCallum
Spartanburg.....Maxwell Brothers

SOUTH DAKOTA

Deadwood.....Schwarzwald Furn. Co.
Huron.....Fullerton Furniture Co.
Pierre.....Pierre Furniture Co.
Rapid City.....Sewell & Tobin
Sioux Falls.....Farmer's Markets

TENNESSEE

Athens.....Cherokee Hardware Co.
Etowah.....Rule Furniture Co.
Jackson.....Kirby Jones Furn.
Johnson City.....Kyker Furniture Co.
Kingsport.....Baylor-Nelms Furn. Co.
Kingsport.....W. B. Greene Co. Inc.
Knoxville.....Pease Furniture Co.
Knoxville.....Woodruff's Inc.
Madisonville.....Hicks Furniture Co.
Maryville.....Proffitt's, Inc.
Memphis..... Haverty's
(Both Stores)
Memphis
Howard's Furniture & Appliances Inc.
Memphis..... Lowenstein's
(All Three Stores)
Memphis....Sam Fortas Housefurnishings Inc.
Nashville.....Beesley Furniture Company
Newport.....Driskill & Ray Furn. Co.
Paris.....Baxter Clark Furn.
Union City.....Timm's Furniture

TEXAS

Abilene.....A. B. Barrow Furniture Co.
Abilene.....Waldrop Furniture Co.
Abilene.....Woodlock Furniture Co.
Amarillo.....Heath Furniture Co.
Athens.....Athens Furniture Company
Austin.....Cabaniss-Brown Inc.
Austin.....Karotkin Furn. Co.
Bay City.....Taylor-Steves Furn. Co.
Baytown.....Culpepper Furniture
Bellaire.....Kamin's Fine Furniture
Breckenridge.....Trammell Furniture Co.
Brownfield.....Griggs & Goble Furn. Co.
Coleman.....J. E. Stevens Co.
Commerce.....Drake Furniture Company
Corpus Christi.....Allen Furniture
Dallas.....Home Furniture Co.
(Three Big Stores)
Dallas..... Sangers
(Downtown & Preston Center)
Edinburg.....Star Furniture
El Paso.....American Furniture Co.
El Paso.....Myers Furniture Co.
Fort Worth.....Carrihers Furn. & Appliances
Gainesville..... Tanner's
Galveston..... Plantowsky's
Graham.....McCoy Furn. Co.
Greenville.....Collins Brothers Furniture
Harlingen.....Junkin Furniture
Houston..... Foley's
Houston.....Joskes of Houston
(Downtown and Gulfgate)
Houston.....G. A. Stowers Furniture Co.
Jacksonville..Williamson-Odom Furniture Co.
Kerrville.....Fawcett Furniture
Killeen.....The Furniture Mart
Kingsville.....Allen Furniture
Laredo.....Modern Furniture
Longview.....Fedway Department Store
Lubbock.....Hub Furniture Co.
Lubbock.....McKelvy's Furn. Co.
Lubbock.....Spikes Bros. Furn. Co.
McAllen.....Whalen's Furniture
McKinney.....Johnson Furniture Company
Marshall.....Smith Furniture Co.
Midland.....Midland Hdw. & Furn. Co.
Odessa.....Woodlock Furniture Co.
Palestine..... Flournoy
Pampa.....Texas Furniture Co.
Perryton.....Perryton Furniture Co.
San Antonio.....Joske's of Texas
San Antonio.....Karotkin Furn. Co.
San Benito.....Whalen's Furniture
Sherman.....Knight Furniture Co.
Sulphur Springs.....Tapp Furniture Company
Sweetwater.....Modern Furniture Store
Texarkana..... Dillards
Waco.....Stratton Furniture Company
Wichita Falls.....Riley Furn. Co.

UTAH

Bountiful.....Union Furniture Stores
Ogden.....Boyle Furniture And Carpet Co.
Provo.....Dixon Taylor Russell
Salt Lake City.....South East Furn. Co.

VERMONT

Barre.....Hooker's Wayside Furniture
Bellow Falls.....Fenton & Hennessey
Burlington.....Agel-Corman Furniture Co.
East Barre.....Whitcomb's Inc.
Newport.....P. H. Edwards
Rutland.....Grand Furniture Co.

VIRGINIA

Alexandria.....C. L. Barnes & Sons
Alexandria.....Frank Michelbach, Inc.
Arlington.....Barnes & Kimel Co.
Arlington.....Colony House
Arlington.....Furniture, Inc.
Arlington.....S. Kann Sons Co.
Arlington.....The Hecht Co.
Christiansburg.....Cromer Furniture Co.
Collinsville.....Midway Furniture Company
Courtland.....Nottoway House, Inc.
Danville.....Belk-Leggett Company
Fairfax.....Fairfax Furniture, Inc.
Falls Church.....Barnes & Kimel Co.
Falls Church.....Falls Church Furn. Co.
Falls Church.....Rossler's Modern Furniture
Fredericksburg.....White & Weeks Furn. Co.
Gate City....Phillips Furniture & Supply Co.
Hampton.....Goldstein Bros.
Hampton.....Rountree Furniture Co.
Harrisonburg.....Denton's Furniture Store
Harrisonburg.....Schewel Furniture Co.
Hopewell.....Hopewell Furn. Co. Inc.
Lawrenceville.W. S. Peebles Department Store
Lynchburg.....Reams Furniture Co.
Lynchburg.....Schewel Furniture Co.
Martinsville.....Townes Furniture Inc.
Merrifield.....Lee Furniture
Montross.....Wakefield Furniture Co.
Newport News.....Home Furniture Co.
Norfolk.....Grand-Sterling Furniture Stores
Norfolk.....Haynes Furniture
Norfolk.....High Point Factory Outlet
Norfolk.....Home Furniture Co.
Norfolk.....Lakeland Furniture Center
Norfolk.....A. J. Legum
Norfolk.....Louis Legum Furniture Co.
Norfolk.....Midway Furniture, Inc.
Norfolk.....Satterfield Bros.
Onancock.....J. M. Watson Furniture
Petersburg.....The Harlow-Hardy Co. Inc.
Portsmouth.....Home Furniture Co.
Portsmouth.....S. Lasting & Bros.
Portsmouth.....A. J. Legum
Portsmouth.....Louis Legum Furniture Co.
Portsmouth.....Sutton Appliance Company
Richmond.....Butterworth Furn. Co., Inc.
Richmond.....S. P. Dowdy Furn. Co.
Richmond.....Gerson Furniture Co., Inc.
Richmond.....Haverty Furn. Co.
Richmond.....Hawkes Furniture Co.
Richmond.....Meyers Furniture Co.
Richmond.....Miller & Rhoads, Inc.
Richmond..... Sydnor-Hundley
Richmond..... Thalhimers
Roanoke.....Giles Bros.
Roanoke.....Haverty Furniture Co.
Roanoke.....S. H. Heironimus
Roanoke.....Wright Furniture Co.
Rocky Mount.....Morris Furniture Co.
Salem.....Salem Furniture Co.
Staunton.....Augusta Furniture Co.
Staunton.....Cline's, Inc.
Stuart.....Stuart Hardware & Furniture
Urbanna.....Taylor Hdwe. & Furn. Co.
Winchester.....Winchester Furn. Co.
Woodstock....Beidler's Furniture Store, Inc.

WASHINGTON

Aberdeen.....Goldberg Furn. Co.
Auburn.....Ken Schoenfeld's Furniture
Bellingham.....B. B. Furniture Co., Inc.
Bellingham.....Levin's, Inc.
Centralia.....The Gesler-McNiven Co.
Chelon.....Franklin's Furniture
Colfax.....Neill's Colfax Furniture
Colville.....Barman's Department Store
Edmonds.....Trafton Furniture Co.
Ephrata.....Greenlee Furniture Co.
Everett.....Erickson Bros. Furniture Co.
Everett.....The Bon Marche
Goldendale.....Mayson Furniture Co.
Grand Coulee.....Loepp Furniture
Issaquah.....Thomas Furniture Co.
Kennewick
Washington Hardware and Furniture
Longview.....Hinton's Furniture
Moses Lake.....Baumgarten-Rorvik Furn. Co.
Omak.....Claire Pentz Furniture Co.
Oroville.....Dick's Furniture Co.
Pasco.....Perry's Furniture
Port Angeles.....Kaufman Miller Co.
Pullman.....Neill's Furniture Store
Puyallup.....Newell Hunt Furniture
Raymond.....Jensen Furniture Co.
Renton.....Bill Santi's Furniture & Appl.
Richland.....Roy Davis Inc.
Seattle.....Bon Marche—Downtown
Seattle.....Bon Marche—Northgate
Seattle.....Grinnel & McLean
Seattle.....Majestic Furn. Co.
Seattle.....Martin Furn. Co.
Seattle.....National Furniture Co.
Seattle.....H. L. Olsen Furniture
Seattle.....Prottas and Levitt, Inc.
Seattle.....Rhodes Dept. Store
Seattle.....Ross Furniture Co.
Seattle.....Standard Grunbaum Furn. Co.
Seattle.....United Furn. Co.
Spokane.....Burgan's Furniture
Spokane.....Empire Furniture
Spokane.....Liberty Furniture
Spokane.....Pratt Furniture Co.
Spokane.....Spokane Furniture
Spokane.....The Crescent Department Store
Sunnyside.....Killingstad Bros.
Tacoma.....Puget Sound Furniture Co.
Tacoma..... Rhodes
Tacoma.....Schoenfeld's Furniture
Tacoma.....Selden's Inc.
Vancouver.....Vancouver Furn. Co.
Walla Walla...Gradwohl's Furn. & Carpet Co.
White Salmon.....Mayson Furniture Co.
Yakima.....Bon Marche
Yakima.....Fleming's Furniture, Inc.

WEST VIRGINIA

Beckley.....Beckley Hardware & Supply Co.
Beckley.....Doy Appliance, Furn. & TV
Beckley.....Modern Furniture Company
Bluefield.....Kammer Furniture Company
Bluefield.....Warlick Furniture Store
Charleston..... Woodrums'
Clarksburg.....The Palace
Grafton.....J. Lee Evans Furniture
Grafton.....Siehler Furn. Co.
Huntington.....Star Furniture Co.
Martinsburg.....Martinsburg Furn. Co.
Morgantown.....Loving Furniture Co.
Piedmont.....Acme Furn. Co.

WISCONSIN

Baraboo.....McGann Furniture
Beaver Dam.....Matlin's Furniture
Belleville.....Koltes and Keegan
Cambridge.....A. D. Prescott and Son
Cameron.....Cameron House Furnishings
Cudahy.....Dretzka Furniture Company
Elkhorn.....Reed Furniture
Elm Grove.....Bluemound Furniture
Fond du Lac.....Kremer Bros.
Green Bay.....H. C. Prange Co.
Kenosha.....M. J. Duczak Furniture Co.
La Crosse.....Boyer's Furniture Co.
La Crosse.....Ross of La Crosse
Ladi.....Koltes Lumber Co.
Madison.....Dean Furniture Co., Inc.
Madison.....Ray Kraft Furniture
Madison.....Skelton's Furniture Co.
Milwaukee..... Gimbels
Milwaukee.....Klode Furniture Company
Milwaukee.....Kosciuszko Furniture Company
(Both Stores)
Milwaukee.....Merit Furniture Company
Milwaukee.....Zuelke Furniture Company
Neenah.....Larson and Schreiter
Richland Center.....Lunenschloss-Hansen
Ridgeway.....Ayer's Furniture Co.
Sheboygan.....H. C. Prange Co.
South Milwaukee.....S & S Furniture
Stevens Point.....Boston Furniture Co.
Stoughton.....Koltes and Keegan
Sturgeon Bay.....H. C. Prange Co.
Sun Prairie....Koltes and Moldrem Furniture
Tomahawk.....Nick & Sons
Watertown.....Keck Furniture
Waukesha.....Randle's Inc.
Wausau.....Helke Furniture Co.
West Allis.....Green Furniture Company
Wisconsin Rapids.....Johnson Hill's Inc.

WYOMING

Cheyenne.....Grier Furniture Co.
Cheyenne.....Harris Furniture Co.
Laramie..... Holliday's
Lusk.....Midwest Hdwe. Co.

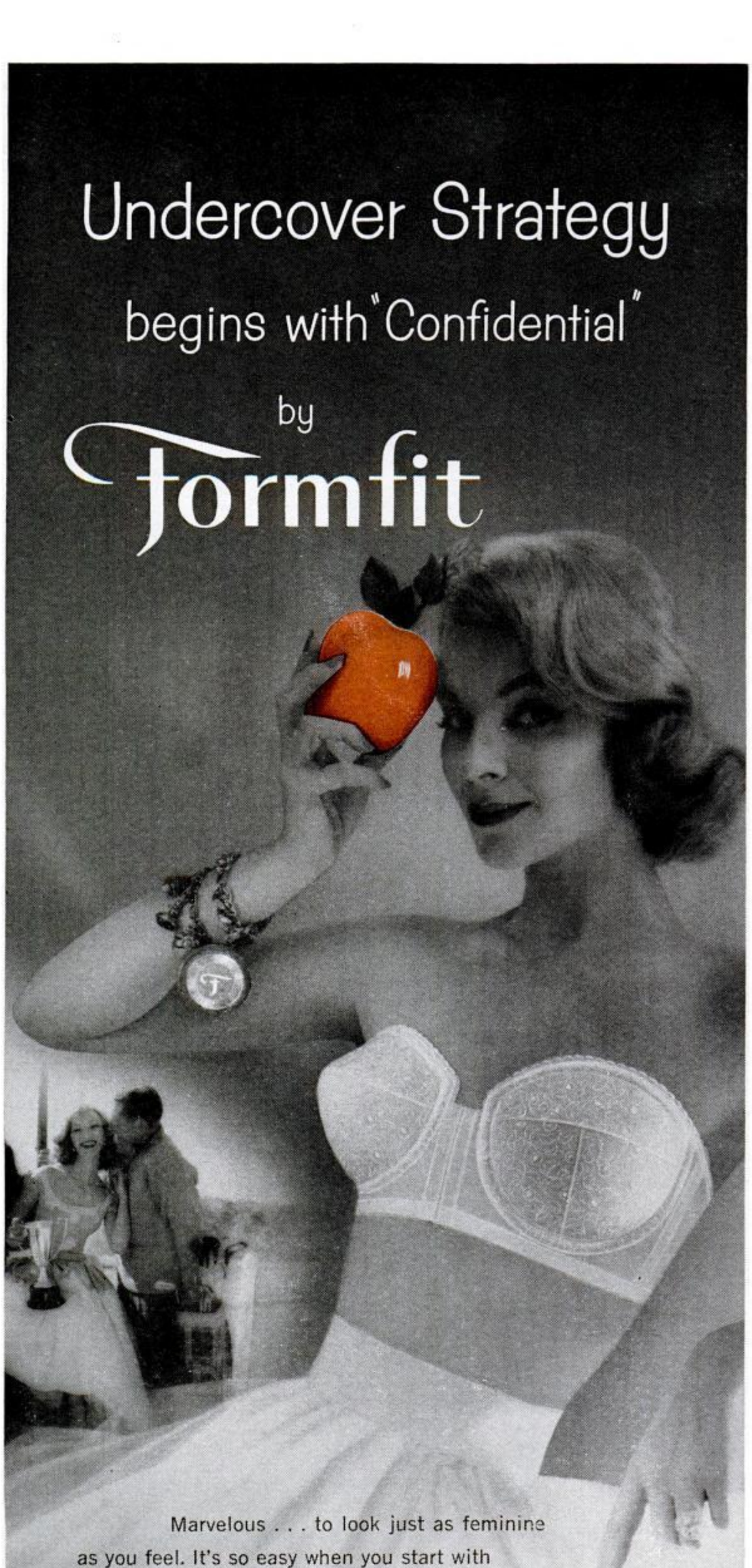
Copyrighted material

Undercover Strategy

begins with "Confidential"

by

formfit



Marvelous . . . to look just as feminine as you feel. It's so easy when you start with "Confidential" by Formfit. For this is the famous contour bra that's so comfortable you hardly know you have it on. And so flattering, you'll know you look your best. Give yourself this re-assuringly feminine look. At fine stores everywhere.

Making the most of you . . ."Confidential" Strapless Bra No. 391. Cups are lined with a wispy light layer of foam rubber to bring you to a perfect A, B or C cup size. Embroidered White cotton in sizes 32A to 38C. **$4.00**

THE FORMFIT COMPANY • CHICAGO • NEW YORK • CANADIAN PLANT, TORONTO

DRESS BY RUDOLF

LETTERS TO THE EDITORS

A VEEP'S ANGER

Sirs:

I have been one of those who was not too impressed by Mr. Nixon. But he has convinced me he is a real leader in the best sense of the word ("A Veep's Anger: 'Don't You Want the Truth?' ", LIFE, May 19).

ELOISE K. ROBBINS
Paris, Ky.

Sirs:

Deplorable though it was, the violent reception of Nixon by students in Lima has elements of poetic justice. I saw Nixon supporters give a somewhat similar reception to Helen Gahagan Douglas on the campus at U.S.C. during their U.S. Senate race in 1950.

MURRAY BRASKY
Hollywood, Calif.

Sirs:

Here is a copy of a new commemorative stamp from Ecuador, picturing Vice President Nixon, issued May 15.

This is the first time Nixon has ever appeared on a stamp anywhere in the world. The reaction to Nixon's visit was obviously quite favorable in *some* countries!

FINBAR KENNY
General Manager
J. & H. Stolow, Inc.
New York, N.Y.



NEW ECUADOR STAMP

Sirs:

You state: "The students fed him [Nixon] loaded questions on U.S. support of Cuba's dictator Batista. . . . Nixon fielded them without fudging."

Just what excuse *did* Nixon give them for U.S. support of Batista?

FELIX G. ARNSTEIN
West Orange, N.J.

● Nixon said that the United States furnishes arms only for the purpose of defense. He added, "The United States cannot discriminate between one form of government and another in South America. If we did discriminate we would be accused—and rightly so—of interfering in the internal policies of another nation."—ED.

Sirs:

The Peruvian and Venezuelan rabble have just nominated and elected our next President.

E. B. CHALLICE
Los Angeles, Calif.

A GAMIN GETS GLAMOR

Sirs:

The cover of Margaret O'Brien was very attractive. Margaret certainly has changed from the little girl in pigtails. Let's hope your article, "A Gamin Gets Glamor" (LIFE, May 19), and cover give her career a shot in the arm.

SP3 THOMAS L. HULSE
Fort Carson, Colo.

Sirs:

A picture on page 92 shows Margaret riding home with her agent Arthur Kennard from a TV lot, "arousing curiosity of passerby." Wasn't that passerby Bob Horton, star of *Wagon Train*?

EUNICE SCHAEFFER
Brooklyn, N.Y.



HORTON, O'BRIEN REHEARSE

● It was. Horton was there to rehearse a scene (*above*) for a *Wagon Train* episode in which Margaret will appear.—ED.

Sirs:

On page 2 you use the word "fulsome" to describe Margaret O'Brien.

This was one of the most amusing *faux pas* I have seen in print.

JACK LINDER
Brooklyn, N.Y.

● "Fulsome," which has now come to mean coarse or offensive, once meant full or copious—the meaning LIFE intended.—ED.

TRIUMPH FOR DULLES

Sirs:

I had the mistaken notion that Dulles had little to do with the NATO conference agreement ("At NATO, A Diplomatic Triumph for Dulles," LIFE, May 19). Keep up the good work of telling us what we want to hear.

M. S. ATWOOD
New York, N.Y.

Sirs:

It is comforting to know about Dulles that "a mind as intricate and flexible as that of any 18th Century diplomat" is used to solve 20th Century problems.

ROBERT R. STERLING
Gainesville, Fla.

CONTINUED

LIFE
540 N. Michigan Ave., Chicago 11, Ill.

Please send **ONE YEAR OF LIFE $7.75** *in continental U.S., Hawaii, Alaska, Puerto Rico, Virgin Is., and Dominion of Canada.*

(1 year at the single copy price would cost you $13.00)

to
name

.....
address

.....
city zone state

TO SPEED DELIVERY OF LIFE—and all your mail—please be sure to include your zone number in your address. The mail you send will get there faster, too, if the address carries a zone number.

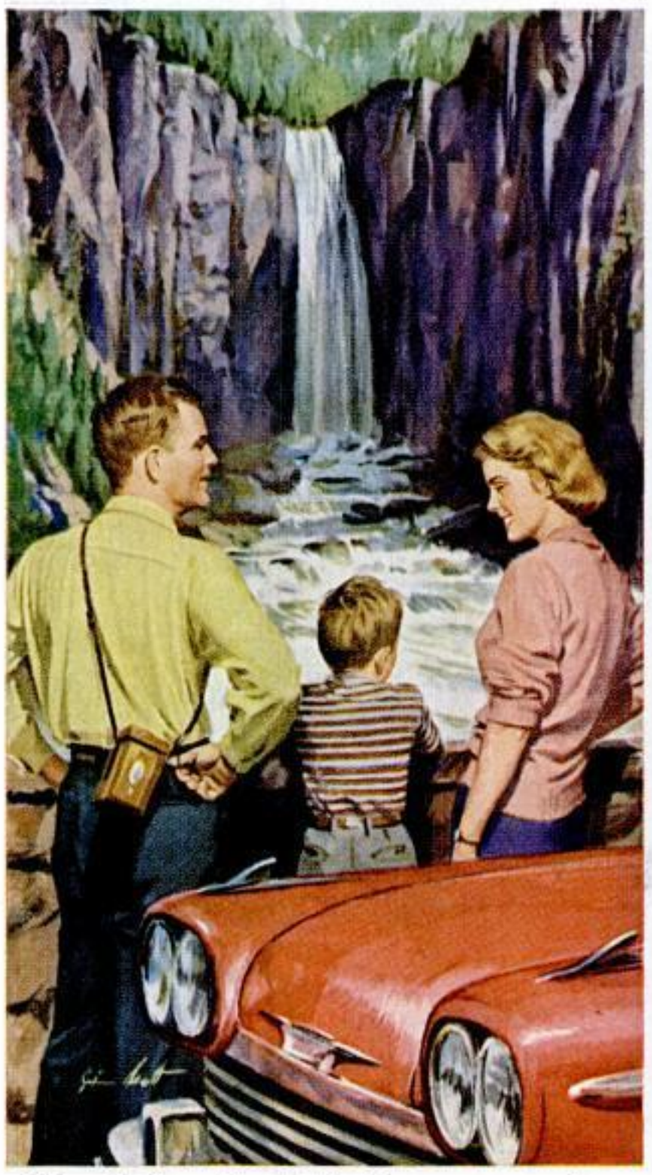
L-3423

Copyrighted material

Your car makes any map a Magic Circle



The time: any day you're free for fun
The place: anywhere around you on a map
The people: all the family in your car



Head for the hills in your car. It makes mountain-climbing easy-going fun for everyone, puts you face-to-face with views that take your breath away.



Discover the hundred-and-one kinds of fun that fan out before you when you drive. Sitting by a picnic fire can top off a day perfectly. So can the trip there and back by car.



Leave extra time for those extra discoveries that come so naturally by car. A puppy, a country road-stand, a tumbling stream tucked off in the woods.



Start your car and follow your fancy. Your Magic Circle surrounds you with a worldful of things to enjoy all year through. It makes your car not just a way to go, but a wonderful way of life. And from start to end of any trip, over 200,000 friendly, trained service station men stand ready to make it a carefree pleasure. See for yourself tomorrow, next weekend or your next vacation.

Learn while you look. It's so easy and direct by car. History-rich landmarks of all kinds lie within free-wheeling distance of your driveway.

DRIVE MORE...
IT'S FUN TO EXPLORE
YOUR MAGIC CIRCLE



"ETHYL" (TRADE-MARK) ANTIKNOCK COMPOUND — ETHYL CORPORATION

ETHYL CORPORATION
New York 17, New York

Manufacturers of "Ethyl" antiknock compounds ... used by oil companies everywhere to improve their gasolines and your driving pleasure

Copyrighted material

Super Anscochrome: sharp and clear

Conventional film: blurred—or dark



'Twin Camera' Test proves you can get action pictures like this only with Super Anscochrome

Super Anscochrome—Film Speed 100—is the fastest, most sensitive color film ever created. Result? Super Anscochrome® lets you shoot pictures no one has ever caught in color before.

You can now take color pictures just by the available light in a room, for instance. Or in fog or rain. Or at dawn or dusk. And without time exposure, tripod or extra lighting.

You can freeze fast action, too—with every movement sharp, every color clear.

Color quality? Magnificent! And the "depth" and detail of the slides will thrill you. No wonder Super Anscochrome, world's fastest color film, is also the world's fastest-*growing* film—with amateurs and pros, alike. Available in 35mm and 120 sizes.

For finest color prints—from *any* color slides—ask for Ansco Printon® prints. They're plastic; no others compare in beauty, durability. Ansco, Binghamton, N. Y., A Division of General Aniline & Film Corp.

Here's how 'Twin Camera' Test was conducted



Says photo-journalist Ray Jacobs: "I loaded one camera with conventional color film, an identical camera with Super Anscochrome. Then I mounted the cameras side by side, set them at identical lens openings (*f*/4.5), and snapped their shutters simultaneously.

"Conventional film required a slow shutter (1/25 second) to catch the color. But how blurred the action is, as a result! Had I used a faster shutter, to get the action, the colors would have been dark, underexposed.

"With Super Anscochrome, I was able to use a faster shutter (1/100 second) and catch all the action *and* color."



ADVANCED PHOTO PRODUCTS

Ansco

FOR EVERYONE WHO TAKES PRIDE IN HIS PICTURES

Copyrighted material

LETTERS TO THE EDITORS CONTINUED

EDITORIAL

Sirs:

"Democratize the Unions" (LIFE, May 19) was excellent.

It was a clear explanation of the real union problems, cutting through the confusion spread by union leaders who fear loss of power.

WILLIAM E. WHITNEY
San Francisco, Calif.

FOURTH FACE OF EVE

Sirs:

I've just read "Fourth Face of Eve" (LIFE, May 19). Do you really expect intelligent people to believe this soap opera to be anything but a hoax?

ANTHONY LAUDATI, D.D.S.
Brooklyn, N.Y.

Sirs:

Dare we suspect that Eve will continue to put forth new faces as long as the books about them continue to sell so briskly?

RONALD S. BONN
Jackson Heights, N.Y.

THE KLONDIKE

Sirs:

"Fine Old Shots of High Old Time" (LIFE, May 19) was splendid. After looking at your picture of the determined mounted police, it was not hard to believe that Dawson had no major theft or murder.

HARRY V. LAWRENCE
Boston, Mass.

Sirs:

The Klondike saga with those photographs taken by Mr. E. A. Hegg was most interesting. As his former receptionist, I assure you Mr. Hegg was from Bellingham, Wash., not Wisconsin as your article said. He had a portrait studio there for nearly 60 years.



E. A. HEGG

He was a quiet little man who took great delight in showing his collection of Gold Rush photographs, which he punctuated with lively tales. After World War II he retired to southern California.

FLORENCE BIERY EREMICH
Laurel, Md.

● Hegg was born in Sweden, came to the U.S. as a child and grew up in Wisconsin. At 15 he opened his own photographic studio in Washburn, Wis. In 1898 he went to the Yukon and spent two years there before moving to Bellingham, Washington.—ED.

Please address all correspondence concerning LIFE's editorial and advertising contents to: LIFE, 9 Rockefeller Plaza, New York 20, N.Y.

Subscription Service: J. Edward King, Genl. Mgr. Mail subscription orders, correspondence and instructions for change of address to:

LIFE SUBSCRIPTION SERVICE
540 N. Michigan Avenue
Chicago 11, Illinois

Change of Address: Send old address (exactly as imprinted on mailing label of your copy of LIFE) and new address (with zone number if any)—allow three weeks for change-over.

Time Inc. also publishes TIME, FORTUNE, SPORTS ILLUSTRATED, ARCHITECTURAL FORUM and HOUSE & HOME. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President for Publishing, Howard Black; Executive Vice President and Treasurer, Charles L. Stillman; Vice President and Secretary, D. W. Brumbaugh; Vice Presidents, Edgar R. Baker, Bernard Barnes, Clay Buckhout, Arnold W. Carlson, Allen Grover, Andrew Heiskell, C. D. Jackson, J. Edward King, James A. Linen, Ralph D. Paine, Jr., P. I. Prentice, Weston C. Pullen, Jr.; Comptroller and Assistant Secretary, John F. Harvey.

U.S. ART ABROAD

Sirs:

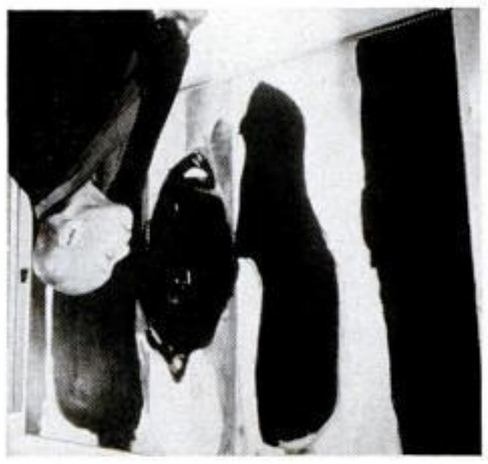
Who has the gall to call this messy conglomeration art? ("A Boom in U.S. Art Abroad," LIFE, May 19).

ALICE DELMAR-HOWARD
New York, N.Y.

Sirs:

On page 78 you show an 85-year-old gentleman from Osaka, Japan looking at one of my paintings and remarking, "This is too progressive for me." Perhaps he would have understood it better if it had been hung right side up.

ROBERT MOTHERWELL
New York, N.Y.



PAINTING RIGHT SIDE UP

DRAMA FOR MINISTERS

Sirs:

I read with pleasure "Dramatic Devices Teach Ministers Their Work" (LIFE, May 19). I am the fortunate and happy wife of one of these hard-working souls, and am eagerly awaiting the day when they launch the same sort of project for us gals.

SARAH W. ROBBINS
New Haven, Conn.

Sirs:

I hope that readers of LIFE magazine will not get the impression that the majority of the clergy of the Episcopal Church (or any other church for that matter) need to act like jackasses to learn the basic problems in the pastoral ministry.

MALCOLM P. RIKER
Rector
St. Michael's Episcopal Church
La Marque, Texas

HORSE DOOMED BY WILL

Sirs:

If Mrs. Lucan really cared about Tom Boy she would have willed him to some boy or girl ("Fight for Horse Doomed by Woman's Will," LIFE, May 19). There are many children who would give Tom Boy all the loving care he needs.

HARRIET LABORDE
Columbia, S.C.

Sirs:

I am not a horse—just work like one—but if Frances Langford wants to provide me with a home in Florida for the rest of my life I'll start packing today.

WALTER B. JORDAN
Indianapolis, Ind.

For most every kind of pain or ache,
BAYER is what millions take, because—

BAYER Brings Fastest Relief

. . . the fastest, most gentle to the stomach relief you can get!





Men who KNOW medicine say: "Take Aspirin!".... Doctors and public health officials are men who *know* medicine—men who *know* what's best for pain relief. And for headache, backache, muscular pains and fever from a cold, these men who *know* medicine say the thing to take is *aspirin.* And the *best* aspirin the world has ever known is *Bayer* Aspirin!

Here's why BAYER makes you feel better fast!.... Unlike pain-relieving tablets which delay relief because they enter your stomach *whole*, a Bayer tablet disintegrates into soft, tiny flakes *on its way* to your stomach. Therefore, it's ready to go to work *instantly*—without delay—to bring the fastest, most gentle to the stomach relief you can get!

FEEL BETTER FAST—with BAYER® ASPIRIN

Copyrighted material

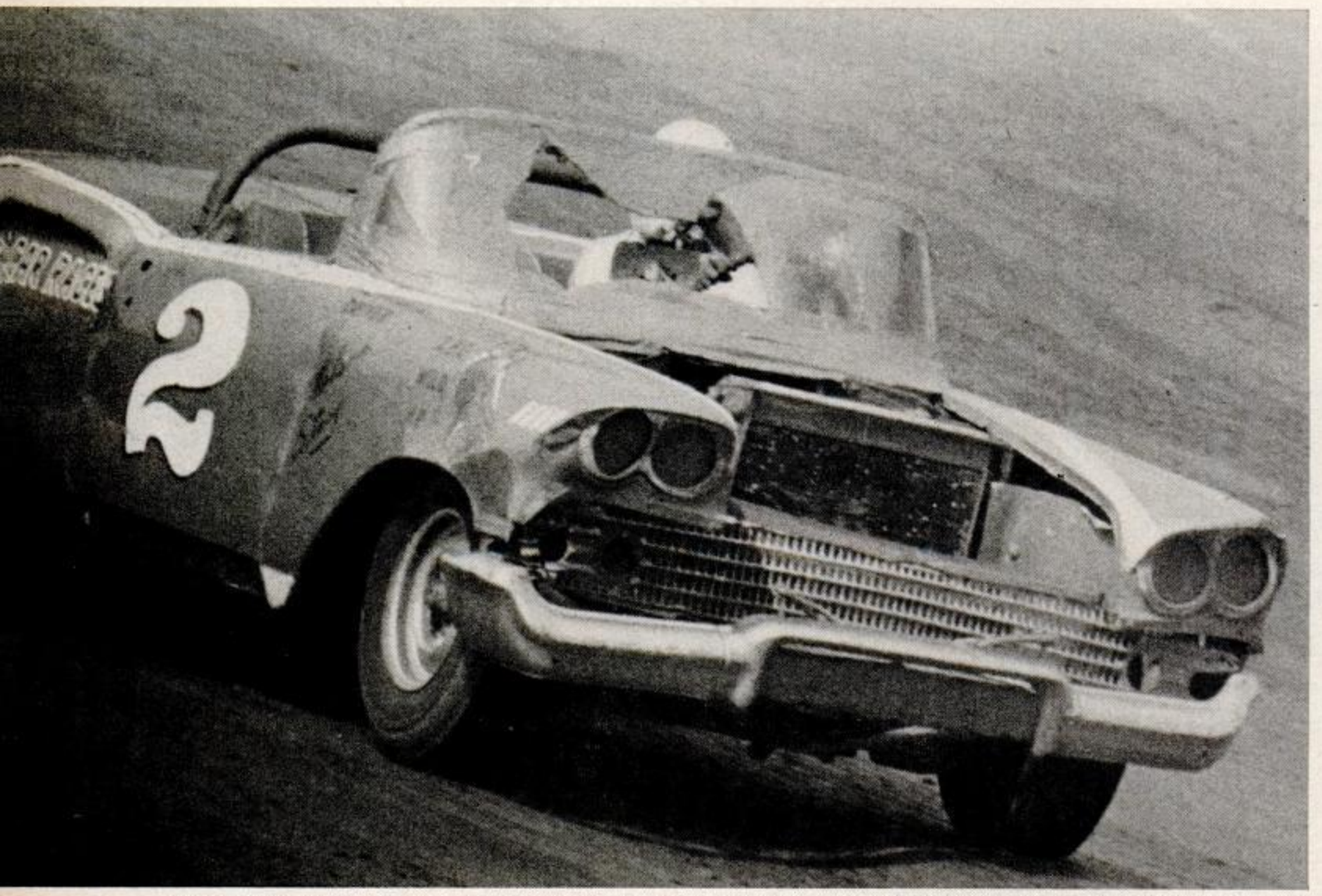


TROUBLE SHOWS UP ON ILL-FATED RACER (LEFT) AFTER WINDSHIELD SHATTERS, HOOD IS BENT

STRIP ACT

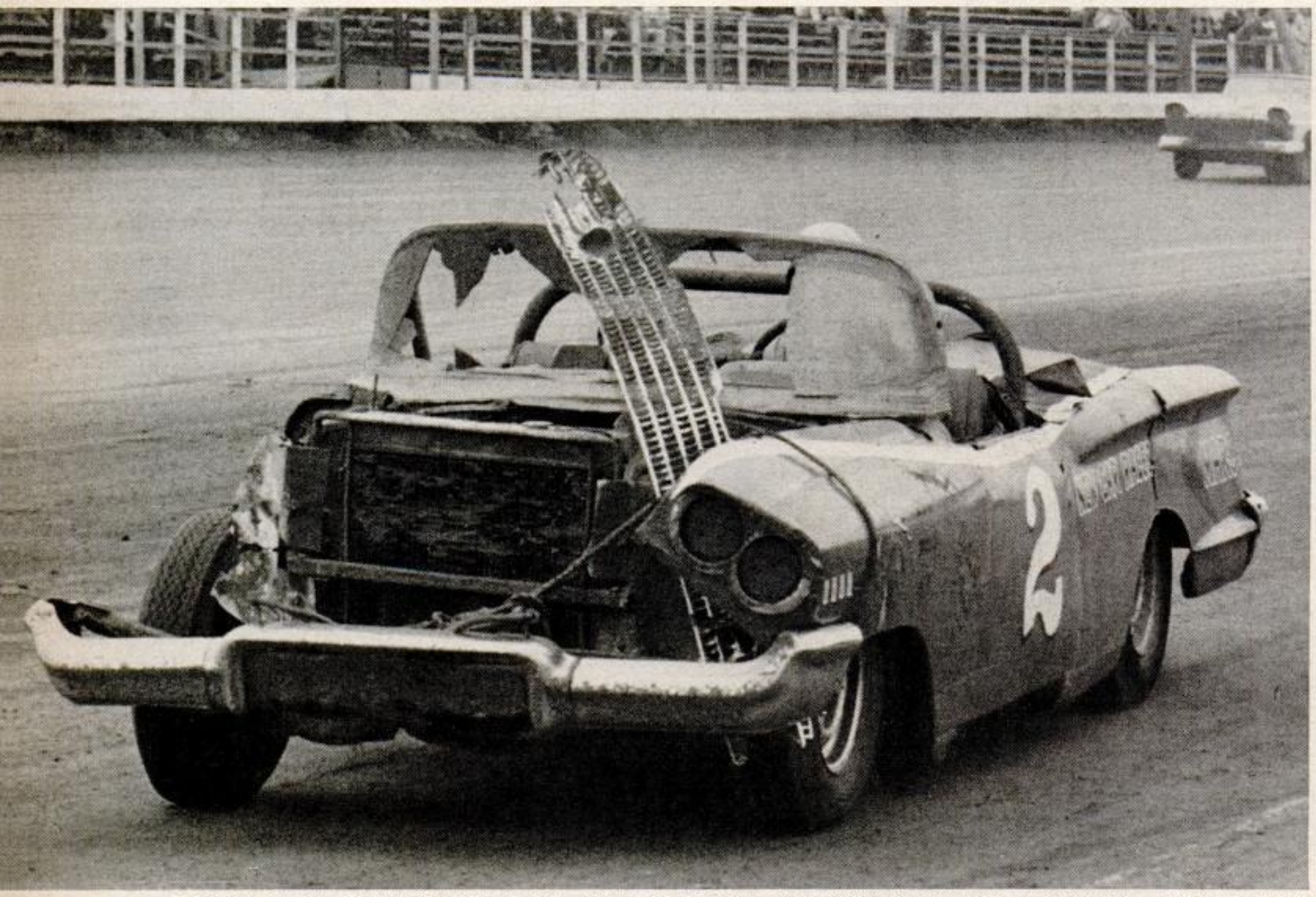
Robert More, a free-lance photographer who started out to the stock car races at the Langhorne (Pa.) Speedway just to enjoy himself, stayed to document a bizarre series of track misfortunes. The mishaps befell the driver of car No. 2, Nelson Stacy of Cincinnati, who drove like a madman, swinging wide on the rutted course and cutting recklessly in front of the other cars and going flat out while half blinded by dust.

After 40 laps a flying clod shattered Stacy's wind-





HOOD REMOVED (ABOVE), CAR GETS BACK IN RACE. BUT THE WIND CATCHES LOOSENED FENDER, ROLLING IT BACK, AND DRIVER STACY SIGNALS PIT CREW





GRILLE FALLS OFF AFTER 235 LAPS, SCRAPING TREAD OFF ONE TIRE, AND AT END OF RACE (CENTER) OTHER FENDER HAS DROPPED DOWN ON GROUND.

Copyrighted material

BY HOME-BUILT CAR

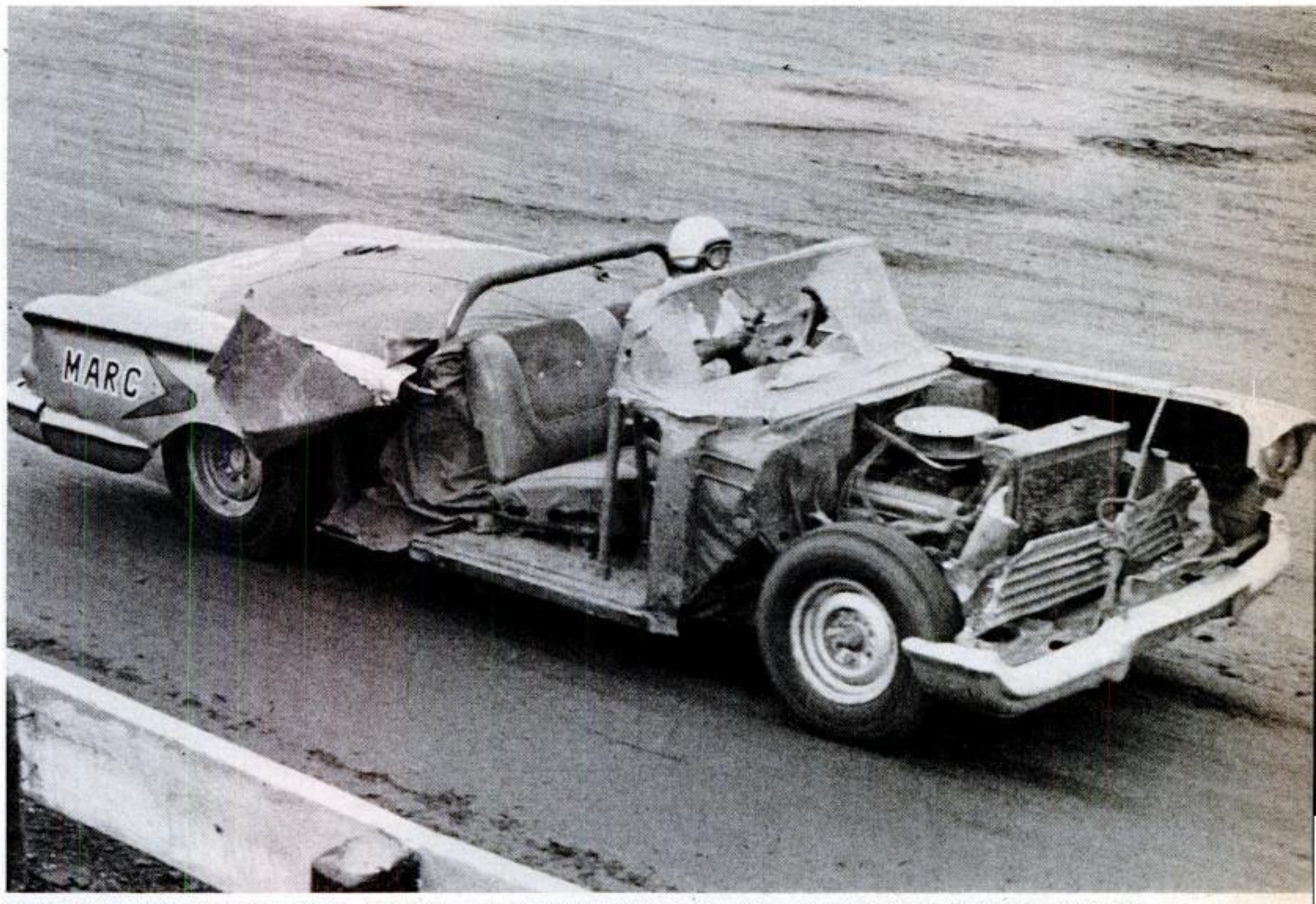
shield. Then the rest of his home-built car, a '58 Chevy body tacked onto a '57 chassis, got into more trouble. Stacy rammed another car, his hood began flopping up and down at a cockeyed angle. He stopped and had the hood removed. Roaring back into the race, he took the roughest part of the track to make up time, and gained the lead. "Down in the dust I snagged another guy," Stacy said later. This blow loosened the right fender. The body trim began to fly off. A door vanished. Stacy stopped again to have the crumpled side of the car knocked off with sledge hammers. By now nuts and bolts were shaken loose and the next thing to go was the grille (*lower left*).

Even after banging into three cars and traveling over a track filled with chuck holes, Driver Stacy's car was still running and still leading with only seven laps to go. Then an engine mount was loosened. That cost him the race. But he finished second and the officials awarded him a special trophy for achieving this while doing his spectacular strip tease.



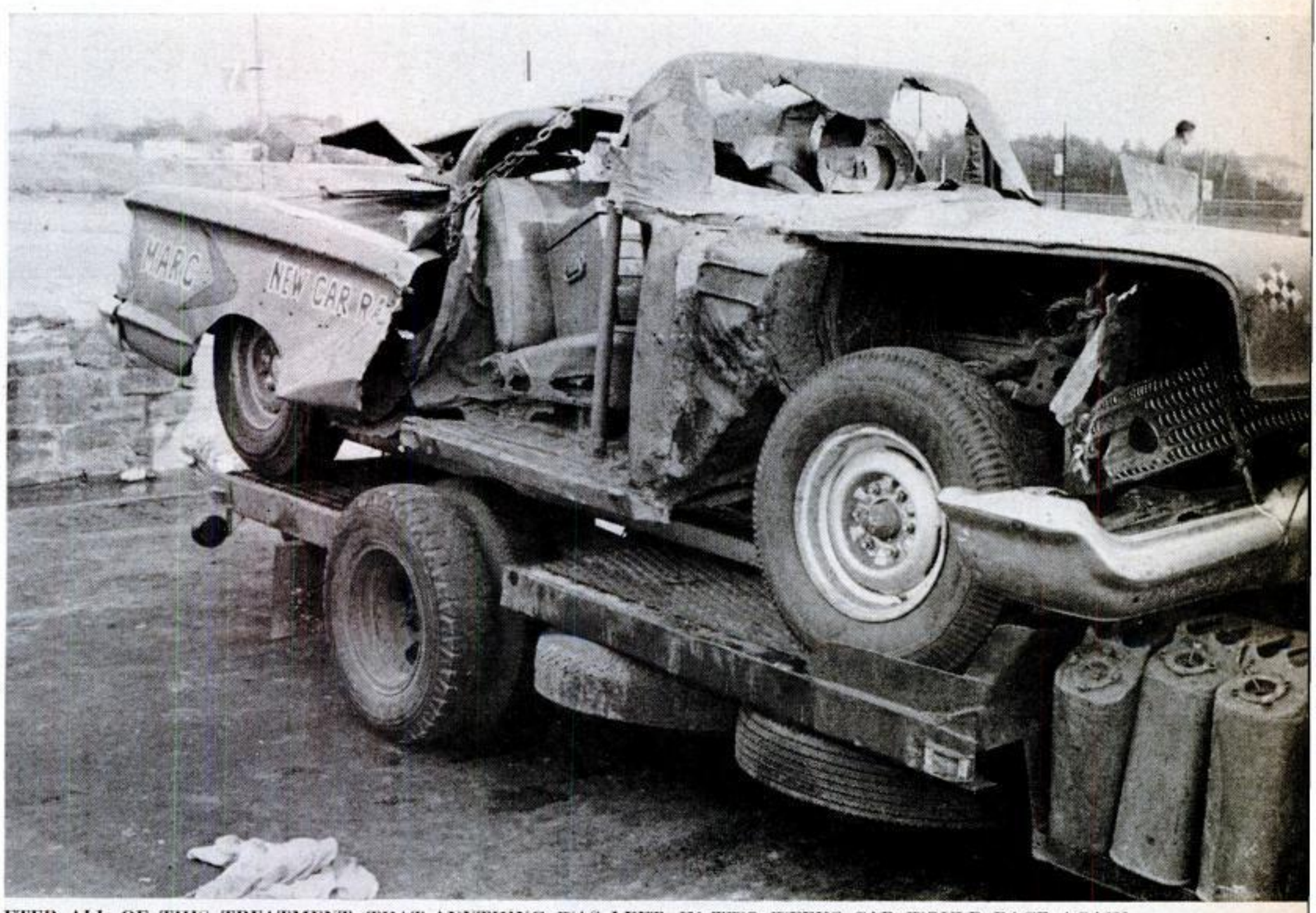
DURABLE DRIVER Nelson Stacy is unscarred after the frightening race.





(CENTER). AFTER LOOSE METAL HAS BEEN KNOCKED OFF, CAR RETURNS TO RACE, TAKING LEAD WITH ROPE HOLDING DOWN OTHER FENDER (RIGHT)





REMAINS ARE CARTED AWAY (RIGHT)—WONDER WAS, AFTER ALL OF THIS TREATMENT, THAT ANYTHING WAS LEFT. IN TWO WEEKS CAR WOULD RACE AGAIN.

Copyrighted material



Claims to be "best" in nicotine and tar reduction. Actual nicotine-count: 1.3. Actual tar-count: 16.9.



Claims to be "best" in nicotine and tar reduction. Actual nicotine-count: 1.6. Actual tar-count: 20.3.



King Sano lets the facts speak for themselves. Actual nicotine-count: 0.5. Actual tar-count: 13.3.

THERE CAN ONLY BE ONE "BEST"!

Look at the facts: With KING SANO you get 61% less nicotine than with any other cigarette made. Less tars, too. And today's KING SANO tastes clean, fresh, good.

To hear all the claims, you'd think there was some doubt about which cigarette is lowest in nicotine and tars.

There isn't any doubt.

King Sano is 61 per cent lower in nicotine than any other cigarette made.

King Sano is lower in tars than any other cigarette made.

As you know, King Sano is the one cigarette purposely made for low nicotine and tar content. Only King Sano first reduces nicotine and tars in the tobacco itself, where it really counts. Only then is a highly effective filter added for outstanding total performance in the reduction of nicotine and tars.

If you cared enough to switch to filters, you shouldn't be content until you smoke the new King Sano. How does today's King Sano taste? Clean. Fresh. Good. You'll like it.

Get King Sano in the self-opening pack, on sale everywhere. Better yet, smoke a carton. See if it isn't worth a few cents more to know you're *really* cutting down, *way* down, on nicotine and tars.



The above facts are based on a continuing study by Stillwell and Gladding, Inc., Independent Analytical Chemists, of the average milligrams of nicotine and tar in the smoke of filter-tip cigarettes purchased on the open market. In order to keep the smoke comparison equal, 47 millimeters of all cigarettes under test are smoked.

FINE TOBACCOS REDUCED IN NICOTINE AND TARS ARE ALSO USED IN REGULAR SIZE SANO CIGARETTES, SANO ALL-HAVANA CIGARS AND SANO PIPE TOBACCO, PRODUCTS OF UNITED STATES TOBACCO COMPANY.

Copyrighted material

For picnics... auto trips... in the home



COLD OR HOT BUCKET

Genuine $2.29 value

ONLY $1.00

AND A LIPTON TEA BOX TOP!



This new, all-plastic bucket carries everything from steaming hot soup to Lipton Iced Tea . . . keeps cold things *cold,* hot things *hot!* Double-wall construction has removable liner, aluminum insulation. Durable; won't rust or chip!

Perfect companion on hot summer days—like brisk Lipton Iced Tea. Here's a drink that refreshes you as nothing else can. Lipton Tea keeps its brisk flavor to the last sip. So satisfying—with meals or in between!

Lipton's exclusive Flo-Thru® Tea Bag has four brewing sides instead of two—so you get *all* the full, rich Lipton flavor—faster than ever.

Get Lipton Tea—and send for your Cold-or-Hot Bucket today, at less than half the retail price! Don't delay—this offer is limited and subject to withdrawal without notice.

See how versatile it is!



1. Use it as an ice bucket. So handy when guests come—a big help to any summer host. Take it along wherever the party is!

2. Carries hot lunches—keeps soups, other foods steaming hot—for outdoor picnics or snacktime. You'll use it again and again!

3. Ideal for iced drinks . . . Lipton Iced Tea, of course! Keeps over 50 ounces of ice-cold refreshment handy for thirsty beach days.

DOUBLE-YOUR-MONEY-BACK GUARANTEE.
If you are not fully satisfied with the Cold-or-Hot Bucket as represented here, just return it with a note requesting double your money back to: Lipton Tea, Box 603, New York 46, N. Y.

Lipton Tea, Box 1835, New York 46, N. Y.

Please send me postpaid_____Cold-or-Hot Buckets. I enclose $1.00 (check or money order preferred—no stamps please) and a Lipton Tea box top for each one ordered.

Name_____
(PLEASE PRINT)

Street_____

City_____ **Zone**_____ **State**_____

Please allow about 4 weeks for delivery. This offer is void in any state, territory, or municipality where prohibited, taxed or otherwise restricted. Good only in U.S.A. and its possessions.

HURRY! SUPPLY LIMITED! ORDER NOW!

Copyrighted material



American Beauty Roses . . . on Norcross Cards

To say the things you want to say,
send a NORCROSS GREETING CARD.

NORCROSS
GREETING CARDS
LOOK FOR THE NORCROSS "N"

YOU'LL FIND THE NORCROSS AMERICAN BEAUTY ROSE ON CARDS FOR ALL OCCASIONS AT THE BETTER GREETING CARD SHOPS AND DEPARTMENT STORES EVERYWHERE. ©NORCROSS, INC.

Copyrighted material



Every Able-Bodied Man ...“JOIN THE HUNT!”

Grab a Vise-Grip, Men! Learn how easy it is to tackle *every* job around the house, farm, shop, factory . . . and win a prize at the same time!

Every month for six months, ending in October, we're mailing checks for $200, $100 and $50 to folks sending in the longest practical lists of uses they've found for Vise-Grip, the *world's most useful hand tool.* (The winners' favorite tool dealers win the same amount.) Simply write your list on a plain sheet of paper with your name and address, and mail to address below.

A whole tool kit by itself—that's Vise-Grip! Super-pliers, all-purpose wrench, clamp, and wire cutter. See the new Vise-Grip with "Easy Release" at your tool dealer's—7" and 10", only $2.15 to $2.95. Enter now, and HAVE FUN!

VISE-GRIP  "A whole tool kit"

NOTE: Decision of judges is final. Winners announced on request. All entries become property of Petersen Mfg. Co., Inc. In event of tie, full amount of prize tied for will be awarded each tying contestant. This contest open only to residents of U.S.A. and territorial possessions. Subject to federal, state and local regulations.

PETERSEN MFG. CO., Dept. L-6, DeWitt, Nebr.

GET 100% PROTECTION with a LEE OIL FILTER!



POSITIVE FILTRATION WITH FERIDIUM®

Most oil filters do half the job! LEE Feridium® FILTERS insure complete engine protection by removing BOTH sludge AND acids! Change to a LEE Filter — it costs no more!

AT SERVICE STATIONS OR WRITE FOR NEAREST DEALER

EXQUISITE *Lightweight* LUGGAGE

GLOBESTER

BALTIMORE 1, MD.



Luxury-loving member of the BEAR BRAND family!

Dad's Favorite Socks

It's great to step out in high style when socks *look* smooth as they feel! The fit's *knit-in* to last all day—Man! this is a *real* deal!

BEAR BRAND Hosiery CO.
CHICAGO 3, ILLINOIS
Guaranteed Quality Hosiery Since 1893

LIFE

EDITOR-IN-CHIEF.....Henry R. Luce
PRESIDENT.....Roy E. Larsen

MANAGING EDITOR
Edward K. Thompson
ASSISTANT MANAGING EDITORS
Philip H. Wootton Jr.
George P. Hunt
Edward O. Cerf

John K. Jessup..CHIEF EDITORIAL WRITER
Charles Tudor.....ART DIRECTOR
Joseph Kastner.....COPY EDITOR
Marian A. MacPhail..CHIEF OF RESEARCH
Ray Mackland.....PICTURE EDITOR

SENIOR EDITORS: Donald Bermingham, Gene Farmer, William Gray, Kenneth MacLeish, Hugh Moffett, Tom Prideaux, Sam Welles.

STAFF WRITERS: Herbert Brean, William Brinkley, Roger Butterfield, Robert Coughlan, Frank Gibney, Paul O'Neil, John Osborne, Loudon Wainwright, Robert Wallace.

PHOTOGRAPHIC STAFF: Margaret Bourke-White, Edward Clark, Ralph Crane, Loomis Dean, John Dominis, Alfred Eisenstaedt, Eliot Elisofon, J. R. Eyerman, N. R. Farbman, Andreas Feininger, Albert Fenn, Fritz Goro, Allan Grant, Yale Joel, Mark Kauffman, Robert W. Kelley, Dmitri Kessel, Nina Leen, Thomas McAvoy, Leonard McCombe, Francis Miller, Ralph Morse, Carl Mydans, Gordon Parks, Michael Rougier, Walter Sanders, Frank J. Scherschel, Joe Scherschel, Paul Schutzer, George Silk, Howard Sochurek, Peter Stackpole, Grey Villet, Hank Walker, Stan Wayman, James Whitmore.

ASSISTANT PICTURE EDITORS: Frank Campion, Lee Eitingon.

FILM EDITORS: Margaret Sargent, Nancy Bragdon, Barbara Brewster.

ASSOCIATE EDITORS: Oliver Allen, John Dille, Ralph Graves, Mary Hamman, Enno Hobbing, Edward Kern, Sally Kirkland, David Scherman, Marshall Smith, John Thorne, Keith Wheeler, A. B. C. Whipple, Warren Young.

ASSISTANT EDITORS: Robert Ajemian, David Bergamini, Earl Brown, Mathilde Camacho, Charles Champlin, Wilbur Cross, Robert Drew, Terry Drucker, Nancy Genet, W. K. Goolrick, Lee Hall, Muriel Hall, Monica Horne, Patricia Hunt, Landon Knight, Jerry Korn, Mary Leatherbee, Jeanne Le Monnier, James Lipscomb, Paul Mandel, Richard Meryman, Jack Newcombe, Eleanor Parish, Joseph Roddy, Albert Rosenfeld, Irene Saint, Dorothy Seiberling, John Stanton, Valerie Vondermuhll.

REPORTERS: Virginia Addison, Linda Asher, Elizabeth Baker, Mary Elizabeth Barber, Margaret Bassett, Laura Bell, Richard Billings, Patricia Blake, Margery Byers, Mary Cadwalader, Jeanne Campbell, Vivian Campbell, Barbara Cummiskey, Jeanne Dempsey, Beatrice Dobie, Laura Ecker Charles Elliott, Diana Fetter, Tom Flaherty, Kim Frease, Joan Gibson, Frances Gleunon, Judson Gooding, Kenneth Gouldthorpe, Gerry Gruen, Kathleen Hampton, Terry Harnan, Alicia Hills, Judith Holden, Alison Kallman, Nancy King, Evelyne Lang, Richard Lewis, John MacDonald, Joann McQuiston, Loretta Nelson, Clara Nicolai, John Osmundsen, Sheila Osmundsen, William Pain, Patricia Phillips, Maya Pines, John Porter, Norman Ritter, Henriette Roosenburg, Louise Samuels, Art Seidenbaum, Jean Shelander, Kathleen Shortall, Ruth Silva, Helga Staufenberger, Marion Steinmann, Jean Strong, Lucy Thomas, Martha Turner, Terry Turner, Marilyn Wellemeyer, Thomas Wheeler, Margaret Williams, Alix Witteborg, Sharon Workman.

COPY READERS: Helen Deuell (Chief), Dorothy Illson, Barbara Fuller, Virginia Sadler, Marguerite Scheips, Suzanne Seixas, Rachel Tuckerman.

LAYOUT: Bernard Quint, David Stech (Associate Art Directors), Margit Varga, Robert Young (Assistant Art Directors), William Gallagher, Hilde Adelsberger, Matt Greene, Earle Kersh, Albert Ketchum, Anthony Sodaro, Richard Valdati, John Woods.

PICTURE BUREAU: Natalie Kosek (Chief), Mary Carr, Betty Doyle, Margaret Goldsmith, Ruth Lester, Maude Milar.

PHOTOGRAPHIC LABORATORY: William J. Sumits (Chief), George Karas.

PICTURE LIBRARY: Alma Eggleston (Chief), Doris O'Neil, Alberta Kreh.

U.S. & CANADIAN NEWS SERVICE: James Shepley (Chief), Tom Carmichael, Helen Fennell, Marshall Lumsden, Charles Osborne—WASHINGTON: James L. McConaughy Jr., Donald Wilson, Will Lang, Patsy Parkin, Don Schanche, Hugh Sidey, Henry Suydam; CHICAGO: Roy Rowan, Jane Estes, Leon Jaroff, John McDermott, Don Underwood, Paul Welch; LOS ANGELES: Frank McCulloch, John Jenkisson, Shana Alexander, Peter Bunzel, James Goode, George McCue, Davis Thomas, David Zeitlin; ATLANTA: Harry Johnston, Richard Stolley, Robert Mason; BOSTON: Murray Gart, Wilbur Jarvis; DALLAS: Thomas Martin, Jane Scholl; DENVER: Barron Beshoar, Bayard Hooper; DETROIT: Marshall Berger, Richard Anthony; SAN FRANCISCO: Richard Pollard, William Trombley; SEATTLE: Robert Schulman, Russell Sackett; OTTAWA: Arthur White, Oliver Clausen; MONTREAL: Byron Riggan; TORONTO: Douglas How; CALGARY: Ed Ogle.

FOREIGN NEWS SERVICE: Emmet John Hughes (Chief), John Boyle, George Caturani, Florence McNeil—LONDON: Robert Manning, Norman Ross, Anne Denny, Ruth Lynam, Robert Morse; PARIS: Frank White, Milton Orshefsky, Anne Chamberlin, Timothy Foote, Gabrielle Smith, David Snell; THE HAGUE: Israel Shenker; BONN: Edward Hughes, John Mulliken; VIENNA: Dwight Martin; ROME: Walter Guzzardi Jr., Dora Jane Hamblin; JOHANNESBURG: Curtis Prendergast; ATHENS: Donald Burke; BEIRUT: John Mecklin; NEW DELHI: Donald S. Connery; HONG KONG: James Bell, Scot Leavitt, James Burke; TOKYO: Alexander Campbell; MEXICO CITY: Richard Oulahan Jr.; PANAMA: Bruce Henderson; RIO DE JANEIRO: George de Carvalho; BUENOS AIRES: Piero Saporiti.

PUBLISHER.....Andrew Heiskell
ADVERTISING DIRECTOR...Clay Buckhout



#5038 3-eyelet styling. Cool air-weave nylon plus Brown calf. Also in Black.

Daddy, it's cool inside

Even kids discover the secret of Bostonian Coolers. You will, too, the instant you ease your feet into these slim, trim shoes. Nylon mesh and new ventilated designs air-condition every step you take. Try on a pair of Bostonian Coolers today. Your best-looking bet to keep you cool under the summer sun.



Reminder: June 15 is Father's Day. Hint: Give a Bostonian Gift Bond.

#5302 Slim-lined slip-on. Air-cooled nylon mesh with rich Brown calf. Also in Black.



Bostonian

Coolers

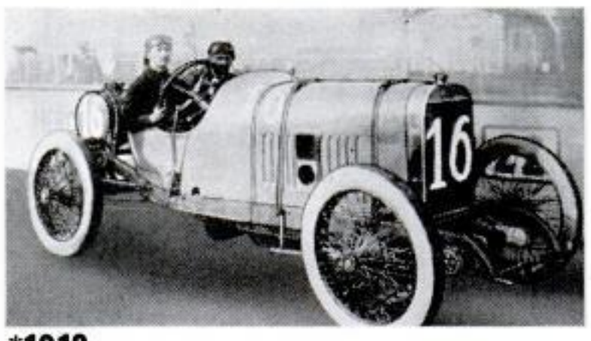
Walk-Fitted for Comfort in Action

At finer men's shops, shoe and department stores. Bostonian Shoes, Whitman, Mass. Also makers of Mansfields and Bostonian Jrs. Most styles $17.95 to $29.50.

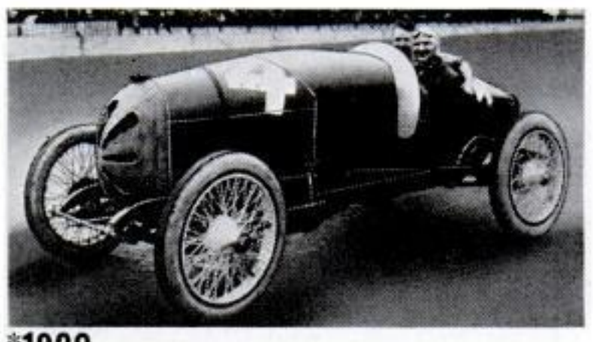
Copyrighted material



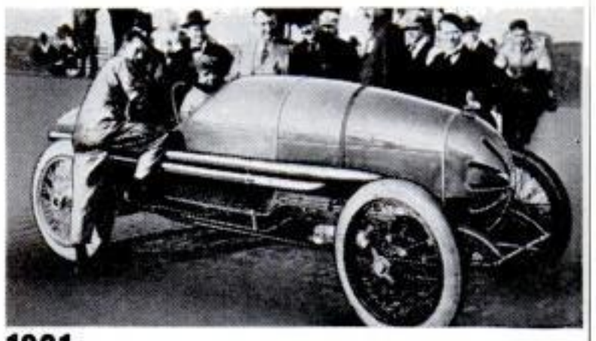
1911 *Ray Harroun, 74.59 m.p.h.*



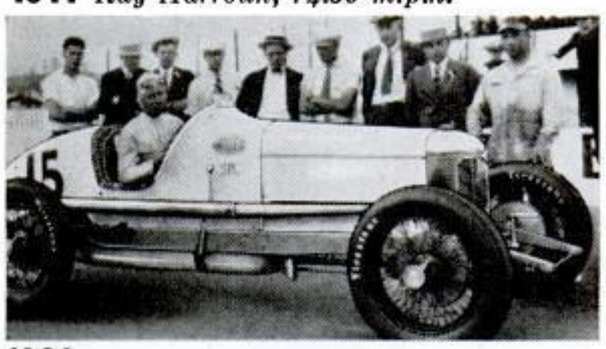
***1913** *Jules Goux, 75.93 m.p.h.*



***1920** *Gaston Chevrolet, 88.62 m.p.h.*



1921 *Tommy Milton, 89.62 m.p.h.*



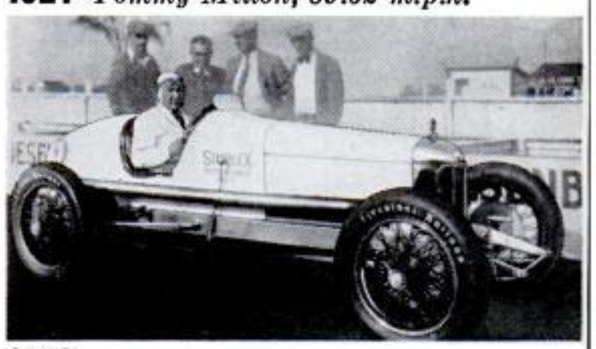
1926 *Frank Lockhart, 95.9 m.p.h.*



1927 *George Souders, 97.54 m.p.h.*



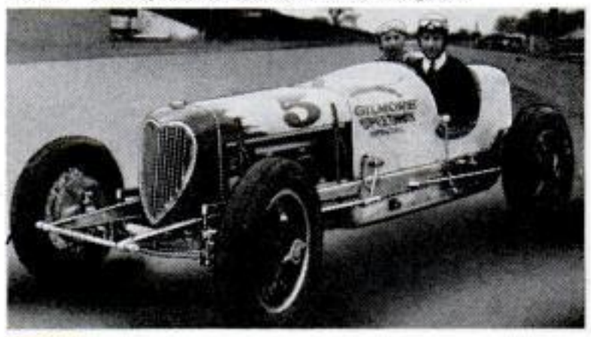
1928 *Louis Meyer, 99.48 m.p.h.*



1929 *Ray Keech, 97.58 m.p.h.*



1934 *Wild Bill Cummings, 104.86 m.p.h.*



1935 *Kelly Petillo, 106.24 m.p.h.*



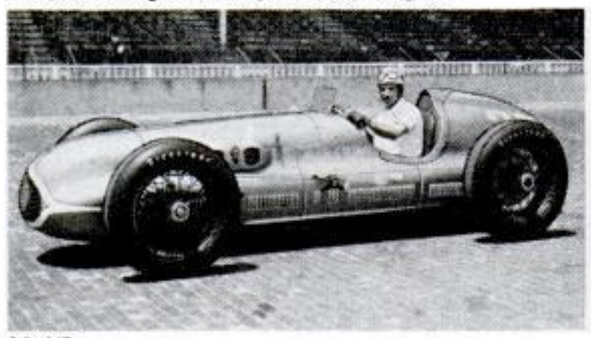
1936 *Louis Meyer, 109.06 m.p.h.*



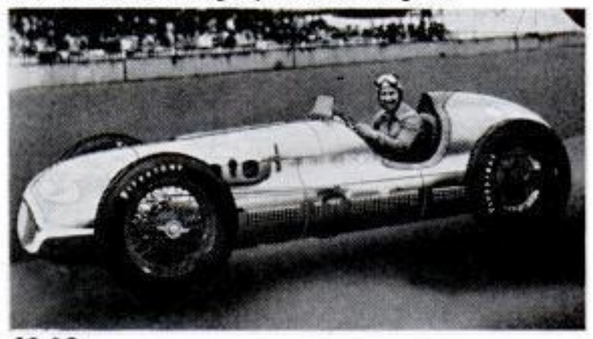
1937 *Wilbur Shaw, 113.58 m.p.h.*



***1946** *George Robson, 114.8 m.p.h.*



1947 *Mauri Rose, 116.33 m.p.h.*



1948 *Mauri Rose, 119.813 m.p.h.*



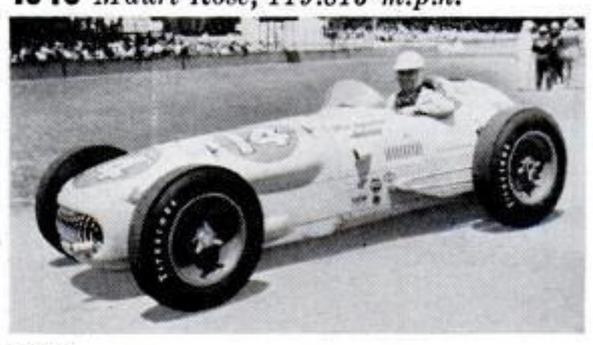
1949 *Bill Holland, 121.327 m.p.h.*



1952 *Troy Ruttman, 128.922 m.p.h.*



1953 *Bill Vukovich, 128.74 m.p.h.*



1954 *Bill Vukovich, 130.840 m.p.h.*



1955 *Bob Sweikert, 128.209 m.p.h.*

FIRESTONE RUBBER

makes tire history in Firestone's 35th consecutive

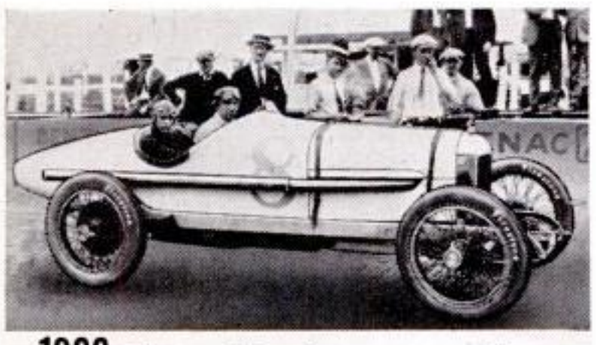


Jimmy Bryan, 1958 Indianapolis winner at 133.791 m.p.h. says:
"No driver is better than his tires. That's why it's comfortable to know you're on Firestones when you're leading a fast '500' field. Firestones are your best safety insurance on the highway, too."

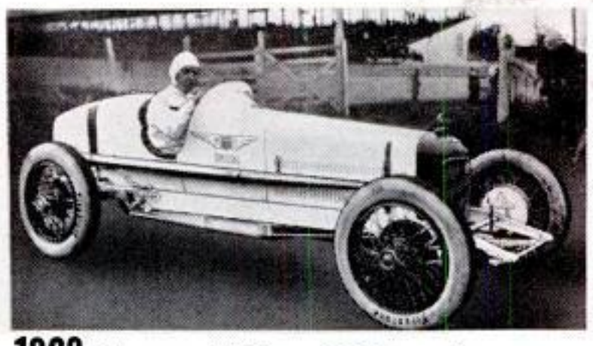
Again, in open speedway competition, records show that winning drivers insist on Firestone tires. In this year's 500-mile classic at Indianapolis, Firestones were on the winning car for a history-making 35th race in a row—and there's a good reason! The hard school of racing experience has convinced "500" drivers that only Firestones are tough enough to pass this supreme test of tire engineering.

To meet the challenge of the "500" in 1958, Firestone came up with something entirely new. They combined a new kind of rubber—Firestone Rubber-X—with S/F (Safety-Fortified) Nylon. The result: a new kind of tire to withstand the torturing test of the "500" like no other tire ever made. All this adds up to better tires for you—and here's why:

Copyrighted material



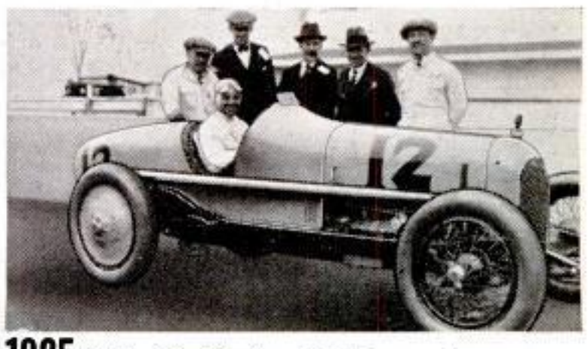
1922 *Jimmy Murphy, 94.48 m.p.h.*



1923 *Tommy Milton, 90.95 m.p.h.*



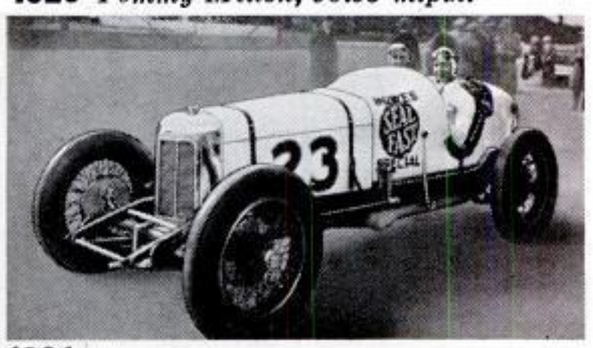
1924 *L. Corum, Joe Boyer, 98.23 m.p.h.*



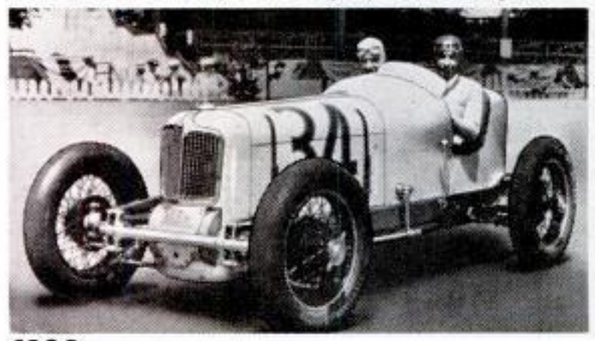
1925 *Pete De Paolo, 101.13 m.p.h.*



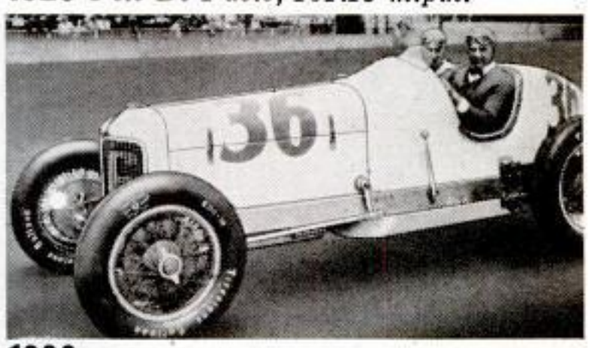
1930 *Billy Arnold, 100.44 m.p.h.*



1931 *Louis Schneider, 96.62 m.p.h.*



1932 *Fred Frame, 104.14 m.p.h.*



1933 *Louis Meyer, 104.16 m.p.h.*



1938 *Floyd Roberts, 117.20 m.p.h.*



1939 *Wilbur Shaw, 115.035 m.p.h.*

1940 *Wilbur Shaw, 114.277 m.p.h.*

***1941** *Mauri Rose, Floyd Davis, 115.117 m.p.h.*

**No races during the war years*



1950 *Johnnie Parsons, 124.002 m.p.h.*



1951 *Lee Wallard, 126.244 m.p.h.*

1956 *Pat Flaherty, 128.49 m.p.h.*

1957 *Sam Hanks, 135.601 m.p.h.*

—X

"500" win at Indianapolis!

Months of testing prove Firestone Rubber-X is the longest wearing material ever used in tires. Its new toughness now adds extra safety to every Firestone tire—regardless of price. And Firestone's exclusive S/F Nylon construction offers unmatched protection from heat and impact damage. Best of all, Firestone offers you proof of performance—through speedway research that results in greater highway safety.

You'll find tires of Firestone Rubber-X at your nearby Firestone Dealer or Store. Be sure to specify them when you order your new car! Enjoy their extra margin of safety and wear by putting them on your present car. Buy them on convenient terms, if you wish, at your nearby Firestone Dealer or Store.



Firestone

BETTER RUBBER FROM START TO FINISH

Copyright 1958, The Firestone Tire & Rubber Company

Copyrighted material

LIFE
Vol. 44, No. 23 June 9, 1958



TOWERING OVER THE FRENCH SCENE, GENERAL CHARLES DE GAULLE LEAVES HIS CHURCH IN COLOMBEY AFTER GOING TO MASS WITH HIS SON AND THREE

Copyrighted material



GRANDCHILDREN, ONE SHOWN IN FOREGROUND



SOLEMN AND TRIUMPHANT, DE GAULLE EMERGES FROM ELYSEE PALACE WITH SMILING PRESIDENT COTY

AN ANGUISHED FRANCE SUMMONS ITS BIG MAN

The history of modern France was made new last week. Threatened with anarchic holocaust, a nation which could have relapsed into the civil bloodshed of the past rallied to the cry, "*De Gaulle au pouvoir* (De Gaulle to power)." In 1940 "Le Grand Charles" was the symbol of Free France, in 1944 he was chief of liberated France. Now, in 1958, the tall and mystic general from Colombey-les-deux-Églises stood forth as the hope and the embodiment of his country. On Sunday, June 1, the Assembly voted De Gaulle in as premier-extraordinary.

De Gaulle's take-over was preceded by a fateful series of events. The paratroopers in Algeria threatened to invade France if the parliamentary regime hung on—and it blindly did. When a huge leftist demonstration in Paris (*see cover*) raised the specter of a Communist-dominated Popular Front, French President René Coty intervened, defying all the precedents of the Fourth Republic. He told deputies that he would resign if they did not accept De Gaulle. Meanwhile Coty's predecessor, Socialist Vincent Auriol, asked De Gaulle if he would act legally. De Gaulle movingly replied that he would. Otherwise, he wrote, "there would be nothing left for me but to withdraw into my sorrow until my death." His opposition subsided.

The rise to power of the De Gaulle movement was no coincidence. It was a carefully maneuvered operation, and part of it was the general's demand for conditions of his own. In the week's conferences he demanded special powers to rule without crippling interference from the Assembly. He planned a referendum to fortify the French executive. De Gaulle had yet to cope with the Algerian crisis. The next act in the drama promised a move reminiscent of President Eisenhower's 1952 postelection trip to Korea—a De Gaulle visit to the heart of the insurrection, explosive Algeria (*pp. 32, 33*).

Copyrighted material



ATTACK ON GOVERNMENT during Corsica debate is led by François Mitterand, here making a fist-clenched speech from aisle. He seeks Popular Front leadership.



HARASSED PREMIER, Pflimlin gets a consoling handshake from Edouard Daladier (*right*) after the wrangling over Corsica, the Algiers rebels and De Gaulle.

ASSEMBLY IN ITS LAST THROES, ANTI-GAULLISTS IN MASS PROTEST

The week's seesawing between the alternatives of De Gaulle and a Popular Front began on Monday. The Assembly, in its last throes, met to discuss the uprising in Corsica. Fiery leftist François Mitterand (*above, left*) staked out a claim to Popular Front leadership by posing as the champion of the republic. He cynically challenged Premier Pflimlin (*above, right*) to do what everybody knew his regime could not do: rebuff the rebels in Corsica and their masters in Algeria. Meanwhile a pro-Gaullist deputy rasped at Pflimlin, "I repeat to the government what the whole country tells it. Get out! Get out!"

Pflimlin wanted to get out. He stayed only in the hope of making the transfer of power to De Gaulle an orderly one. When Socialist boss Guy Mollet privately came out for De Gaulle, Pflimlin thought an Assembly majority for the general was assured. He and De Gaulle met outside Paris on Monday night. Tuesday De Gaulle confidently announced that he was making preparations to form a government.

But by Tuesday night the deal had come unstuck. Mollet had lost control over the Socialists, who were still opposed to De Gaulle. The reluctant Pflimlin had to hang on to his job while De Gaulle went home to Colombey-les-deux-Eglises.

On Wednesday potential Popular Front forces had their day. In a vast show of anti-Gaullism, Reds and Socialists (*below*) and Radicals (*opposite page*) and leftist youth (*pp. 28, 29*) marched in the same Paris parade.



COMMUNISM'S CONTINGENT mixed with Socialists in anti-Gaullist march. Here leaders framed by marchers in foreground are, from left, Socialist Deputy Gilles Gozard (*carrying coat*); Socialist Deputy Camille Titeux; chief Communist Deputy Jacques Duclos (*with spectacles*); Communist Deputy Roger Garaudy.

Copyrighted material



DISTINGUISHED DE GAULLE FOES march in van of their Radical Socialist party members in parade. From left are André Philip, economist and sometime minister of finance or economics; former Premier Pierre Mendès-France; Deputy Charles Hernu wearing sash of office; former Premier Edouard Daladier.

CONTINUED 27

Copyrighted material



MARCH OF THE LEFT brings 125,000 Frenchmen surging into tree-lined Boulevard Voltaire to denounce De Gaulle. Massive parade, Paris' mightiest public turnout in a decade, followed leftists' traditional marching route from Place de la Nation to Place de la République on Seine's right bank.

Copyrighted material



Brandishing signs, marchers, here mostly Socialists although crowd also included Communists, sang the *Marseillaise* and chanted, "Fascism shall not pass." Police did not interfere with disciplined marchers.



SIDELINE SUPPORT is given parade by watchers who scramble up lamppost to brandish their signs.



COED COHORTS, girl students from University of Paris, march singing with the big demonstration.

Copyrighted material



NEAR ERA'S END Pflimlin waits in premier's residence for one of the final meetings of his cabinet.

GAULLIST DRAMA SURMOUNTING

After the Wednesday demonstrations the pressure from President Coty and ex-President Auriol helped Socialist Leader Guy Mollet swing rebellious followers into line behind De Gaulle. This was the latest stage in the series of crises which have afflicted France for many years and which are analyzed below by Herbert Luethy, the distinguished author of *France Against Herself*.

by HERBERT LUETHY

THE Fourth Republic smelled cadaverous from the day it was born, and it has not even been able to die a beautiful death. About the events of May 1958, there will be as many versions as there are people involved. The most disconcerting version, the one which the rest of the world has the most trouble understanding, is also the simplest: the view of the man who merely had to wait for the ripe fruit to drop into his hands. It can be understood only when it is stated in the monumental and haughty style of General Charles de Gaulle, the greatest recorder of his own epic.

Five years ago the general retired to his village and devoted himself to writing his memoirs. Twice in the past, as De Gaulle sees it, an ungrateful France had turned away from him to indulge in the frivolous games and squabbles of parties. As a result the general had decided to let the parties carry on their experiment until it collapsed. He would preserve his purity, the moral and national capital of his name, which history had placed in his trust, for the somber days when the nation would once again turn toward him. And so today, five years later, the party system has been forced to declare its own bankruptcy and France has been on the verge of falling to the status of a South American republic. At this point, in General de Gaulle's own words, "The French, as they instinctively do when they are plunged into anxiety or carried away by hope, shouted, 'Vive de Gaulle!'" and the nation once again gathered around the man whom fate has entrusted with the role of assuming France's destinies in times of distress.

In De Gaulle's eyes, things are as simple as that. For the last 12 years he has said again and again that the kind of parliamentary republic constituted in France could not cope with the problems of the world today. He was satisfied with this negative claim. When one analyzes all his declarations over these 12 years, one finds no real definition of the political system or the form of state which he himself advocates. The only theme to be found in his writings and speeches is that France will be great and strong when it has gathered unanimously around him.

•

This seemingly naive affirmation is no mere rhetorical device. Quite naturally, General de Gaulle says "I" when he speaks about France and he says "General de Gaulle" when he is speaking about himself as a historical figure. In 1940, having fled alone and unknown from a country that had been beaten and invaded, condemned as a deserter by his own military superiors, he proclaimed from his exile that the real France, the ideal and eternal France, was incarnated by him, by him alone. Never had France been so beautiful and pure as when it was thus reduced to its sole ideal. Two years later, in 1942, when victory was manifestly beginning to favor the Allies, the French gradually rallied around this man, thanks to whom they were going to be on the victorious side. In 1944 France hailed this general who bore a monarch's name, Charles of Gaul, and who miraculously handed back to France all her prerogatives as a great power.

But the regime of enthusiastic unanimity, the only one De Gaulle could conceive, lasted only as long as the victory celebrations, no longer. He loathed current affairs, compromises, bargaining, the slow and sinuous functioning of parliamentary government. De Gaulle is neither a politician nor a crowd-swaying dictator. He has a monarchic sense of the state as something to be entrusted to a sacred person responsible only to his conscience. This is a strange notion in France, which executed its last absolute king but which nonetheless has a kind of nostalgia for paternal authority. General de Gaulle failed as head of the government in 1945 and as a political leader in 1947–53. And twice he did what no politician would have done. He went off, slamming the door and saying in effect if you don't work it out yourself—you'll come crying to my door when disaster befalls you! And then, shrouded in contemptuous silence, he waited for disaster to come.

•

The Fourth Republic rejected his authority, but it has never been able to do without his myth. In his person alone France had refused to lay down its arms, had continued the struggle against the enemy—and had finally won the war. For four history-loaded years the French had substituted the name of De Gaulle for that of France. One may ask whether that myth has not done more harm than good to France, whether it was not from that point on that France began to live in deceit and illusion. But thanks to this myth the French were able once again to engage in their familiar little quarrels, in the grandiloquent phraseology of a past forever gone, and in a parliamentary routine taken over from the Third Republic—precisely as if this Third Republic had not collapsed on account of its impotence and demoralization, as if there never had been a 1940.

Now that the present regime has abdicated, it is easy to say that this was bound to happen, that France could not go on being governed in such confusion, not by a government but by 600 boisterous deputies. But scores and scores of years have passed since the day when it was first noted that "things can't go on this way," and yet things kept going on that way. Despite its chaotic appearance, the regime was perfectly adapted to France's *internal* affairs. With its short-lived, disunited governments, amidst continual bargaining and apparent disorder, France was able to overcome the war's sequels. It was able to beat down the threats of Communist subversion and of a "neo-Gaullist" coup, to reconstruct its economy and its social conditions, and even to regain, in 1953–1957, a real prosperity. This republic, well administered but not governed, where everyone had organized to prevent anyone else from imposing his will, was a regime which all Frenchmen cursed but which they preferred to any other.

Besides restoring the republic in 1945 De Gaulle made the victorious powers restore to

Copyrighted material

STORY OF APATHY AND ERROR

France her colonial empire, and this, more than any domestic trouble, led to the downfall of the Fourth Republic. Before the war the empire had been a mere appendage to France, to be mentioned only on national holidays. With trivial exceptions it had been governed and administered by simple decrees from the Ministry of Colonies without parliament's having to bother about it. But after the war parliament, between discussions on agricultural aid and pensions for war widows, began to pass laws for the entire French empire, about which most of the deputies knew nothing. They decreed in a vacuum that the French empire was "a union freely consented to" and that all its inhabitants were French citizens. Actually these overseas peoples were not asking for (and not getting) citizenship and the ridiculous honor of administering France's domestic affairs. World War II had opened the dikes of nationalism for the peoples of Asia and Africa. What the French colonies wanted was the right to administer their own affairs and to be citizens of their own countries.

At any rate, whether the French intended to transform this empire into a modern commonwealth or intended to give it up altogether, certain fundamental decisions had to be taken and carried out. And that was one thing the French parliamentary system was incapable of. In this system well-organized lobbies have always been enough to paralyze the intentions of the government in Paris and thereby to give complete freedom of action to "the men on the spot." In the colonies actions taken by local officials without the knowledge of the government in Paris embroiled France in losing wars—in Indochina, in Tunisia and in Morocco. From Tunisia and Morocco the contagion finally spread to Algeria.

•

For 12 years French soldiers have been waging these wars with the haunting conviction that, as long as this regime lasts, their sacrifice will remain in vain, because no responsible government is there to tell them what they are fighting for and to harvest the fruit of their toils. In Algeria France was living a perpetual lie. If Algeria really was a French province, as parliament had said, then this was a civil war and France could not continue to live as if nothing were happening. Between an Algeria at war and a France dozing in false peace the conflict finally came to a head. With the threat of the military *Putsch*, Algeria has now imposed on France not merely a change of government but a change in the whole philosophy of government.

The *Putsch* did not result from a single plan but from the convergence of several movements and groupings. It was the para-military "patriotic" groups that set off the movement but it was the army which then took it in hand and gave it its own direction. The French army in Algeria wants to believe in its mission: that it is really protecting an integral part of France against rebels and traitors. But under the legal and constitutional formula of an Algeria 100% integrated with France all inhabitants of Algeria, both European and Moslem, should be regarded as equally French. The Frenchmen of Algeria would then be placed in the minority by Algerian votes. This they will not accept. Nor, when an integrated Algeria sends representatives to Paris, will France accept being governed by a new parliament one-sixth of whose deputies are Algerian Moslems. Integration of Algeria into France can therefore be imagined only in a regime where votes are not important because the parliament does not really rule—in other words an authoritarian regime. French democracy is now dying of the Algerian cancer because in recent years it was able neither to impose its authority in Algeria while there was still time nor to separate the government of Algeria from that of France.

Amidst confusion, duplicity and intrigues the break is now complete. The two weeks spent in pitiful maneuvers to try to camouflage this break served only to waste time. Between a government which had fallen into contempt and an army which was lapsing into sedition, only one possible arbitrator remained: General de Gaulle. The republic had to appeal to the "man of the miracle" who, in the past, was able to stand alone for France's grandeur. France, which is reputed to be rationalist, is one of the last countries to believe in miracles.

•

Many things will be possible for a government which will no longer have to beg daily for the marginal Assembly votes on which parliamentary majorities often depend. A regime under De Gaulle may even be as liberal as the republic was petty.

Many things will be possible for the only man whom the professional wielders of patriotic blackmail will not dare to accuse of treason. He might even grant a fatherland to the Algerians. He may restore to the French government, both in France and abroad, that minimum measure of respect without which nothing is possible. That in itself will be a miracle.

This time, however, De Gaulle will not be alone. His return to power has been clamored for in turn by the diehards who want to plunge France entirely into the Algerian war, by rebel groups who see in him the only man capable of granting self-government to Algeria, by the liberals who expect him to create a free Franco-African federation, by the inveterate imperialists who refuse to yield an inch, by Tunisian nationalists and by the authors of the Algiers *Putsch*.

This multiplicity of contradictory desires may well prove a heavy burden. De Gaulle will not be alone: he will have a hard time keeping at a distance the horde of noisy "Gaullists," some of whom have risen from the lower depths of political gangsterism. De Gaulle is speaking the truth when he proclaims that the Algiers *Putsch* took place without his knowledge and complicity. But it is the Algiers *Putsch* which forced France to turn toward De Gaulle, and those who used his name as a flag are now loudly triumphant.

The trend which they have started will be difficult to reverse: it is, once again, the imperial grandeur whose weight crushed France. It is not France but her empire that is lifting De Gaulle to power. And, in truth, it is owing to the burden of this empire that the fate of Charles de Gaulle and the fate of France have remained indissolubly and perhaps tragically bound together. Grandeur, too, is a cup that must be drained to the dregs.



ELDER STATESMAN, ex-President Auriol, goes to see President Coty. Earlier he had written De Gaulle.



EMBATTLED SOCIALIST Guy Mollet comes to see president as his party was still resisting De Gaulle.



TIRED WINNER De Gaulle arrives home at night after trip to accept president's premiership offer.

CONTINUED 31

Copyrighted material



BLOWING HORNS AND CHANTING "DE GAULLE TO POWER," THE GENERAL'S ADHERENTS MARCH HAPPILY UP CHAMPS ELYSEES TO CELEBRATE CALL TO OFFICE

THE PERILOUS FUTURE CONFRONTING FRANCE'S INSCRUTABLE SAVIOR

Throughout the agonizing process that brought him to power, De Gaulle had scrupulously avoided any connivance with the rebellious forces clamoring for his return. He had dismissed General Jacques Massu and his Algerian military junta scornfully as "a bunch of Boy Scouts." But the general's aloofness in no wise discouraged the Gaullists or prevented their rallying to the famed De Gaulle symbol, the cross of Lorraine.

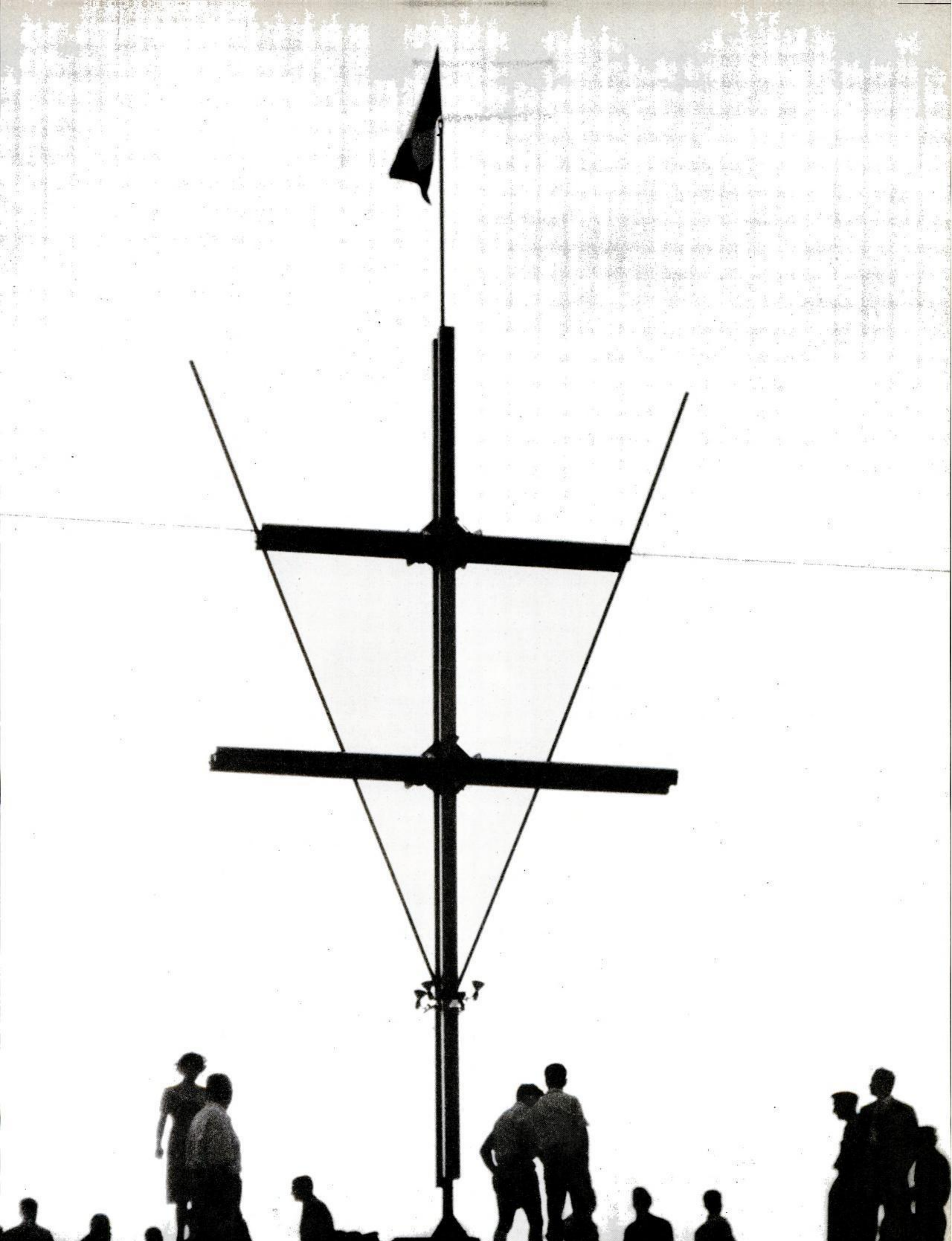
Now he will have to deal with the insurrectionists who, whether he acknowledged them or not, had brought him to power. Here were men as determined as De Gaulle and possibly dangerous. Prominent is Léon Delbecque, former defense ministry official and a chief conspirator in the Algiers revolt, who has said, "We did not make this revolution to save Algeria but to change the regime entirely." There are the Committees of Public Safety organized in scores of French communities. There are the Moslems in Algeria whose first flush of enthusiasm for De Gaulle may be hard to preserve. And, perhaps more ominous than anything, there are General Massu and the army whose hunger for victory and honor in Algeria must somehow be appeased. Only in De Gaulle's somber personality is there any hint of how he will manage the difficult future. Last week a close associate said, "The role of Naguib in a colonels' coup against France is not for De Gaulle." His own silence about a program has fostered contradictory hopes. In the end it would depend on whether the hero is stronger than the potentially destructive forces that raised him up.



THE ARMY'S ROLE for De Gaulle is demonstrated in Corsica where a delegation from Algiers Committee of Public Safety arrived a day after island revolted. Here the insurrectionist Delbecque (*left*) reviews rebellious French troops with officer and Colonel Robert Thomazo, paratroop colonel from Algiers (*right*).

THE CROSS OF LORRAINE AND VICTORY V IS RAISED AS REBEL SYMBOL IN ALGIERS →

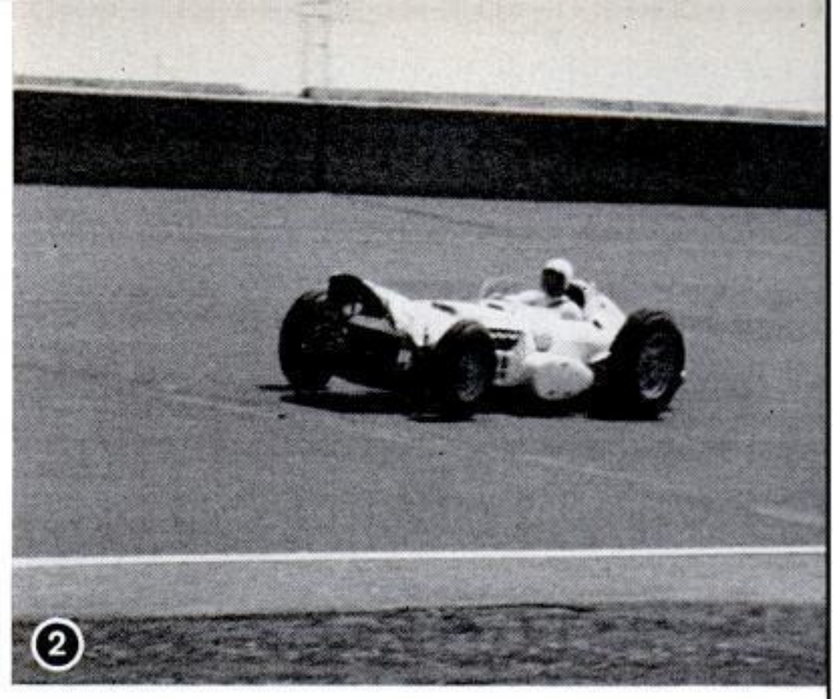
Copyrighted material



Copyrighted material



TROUBLE STARTS AS ELISIAN (NO. 5, LEFT) HITS RATHMANN AND BOTH SKID. O'CONNOR IS AT FAR RIGHT



WITH ELISIAN AND RATHMANN PINNED AT WALL,

THE FATAL JAM-UP IN THE '500'

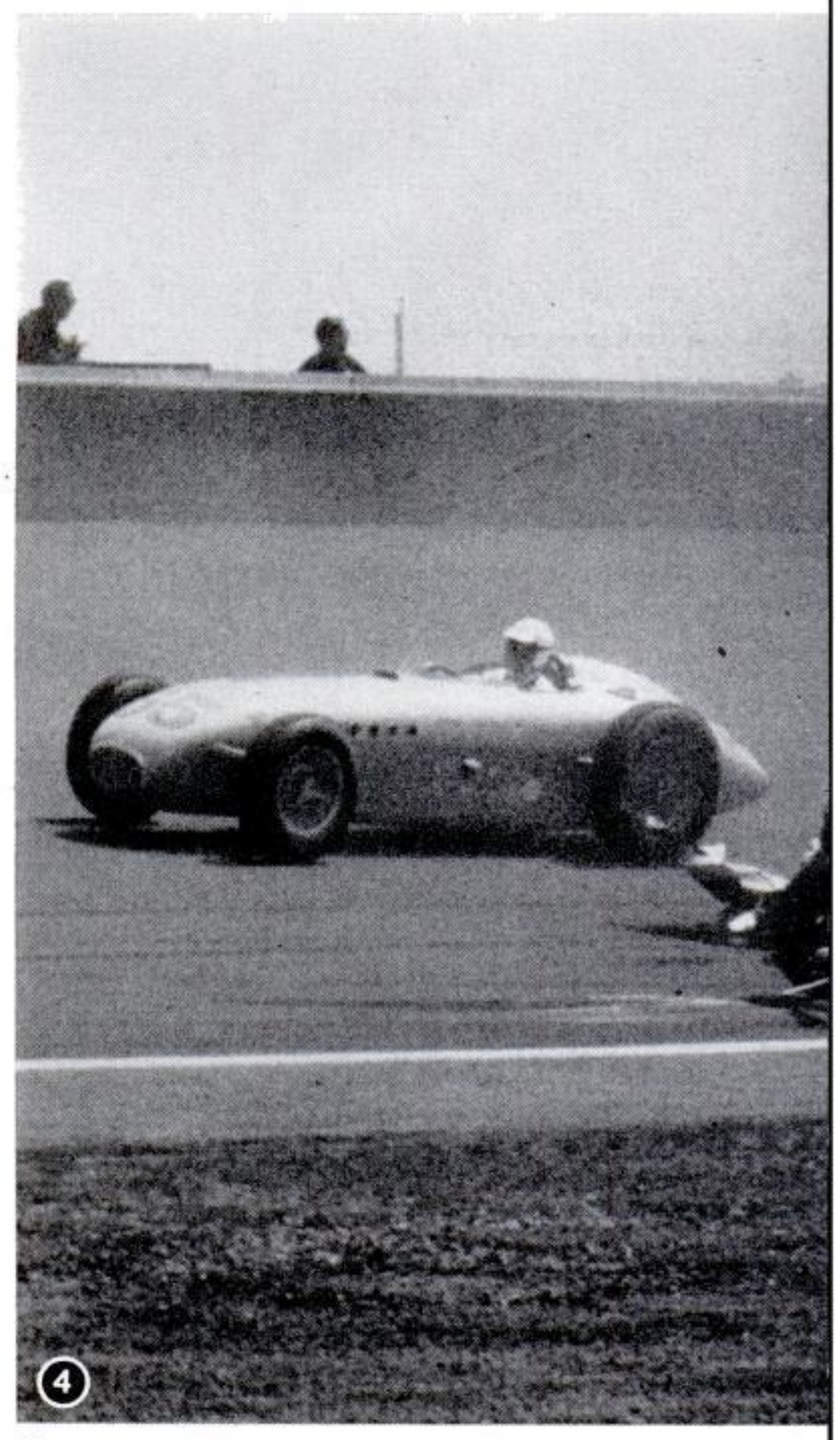


BEFORE TRAGEDY, Pat O'Connor, 29, sits in his car as mechanics prepare to push him to race start.

Memorial Day's most spectacular traffic jam occurs in the first lap of the annual Indianapolis 500-mile race as the tightly bunched cars all streak for the lead. In the race last week there was even more congestion and confusion at the start than usual and the battle for positions suddenly erupted into a monstrous, fatal pile-up. These graphic sequence pictures, most of them taken by Merle George of the Indianapolis *Star*, show what happened in the few terrible seconds of the speedway race—a race that had no happy ending like that in the one shown on pages 16, 17.

Thirty-three cars had got off to an overanxious start. At the third or northeast turn of the first lap, Ed Elisian tried to pass the pacesetting driver, Dick Rathmann. His car skidded, slapped hard into Rathmann and the two cars swerved side by side across the track and into the wall. Other drivers, trying desperately to avoid the skidding leaders, brought on a tragic tangle. Pat O'Connor, one of the favorites before the race, vaulted over the car in front of him, went into a screeching roll and died—probably instantly—of a fractured skull. Three other drivers were injured and eight cars were knocked out of the race.

The eventual winner, Jimmy Bryan, got safely through the melee, although one car missed him by a bare couple of feet. After the race many of the drivers were bitter at Elisian for his aggressive maneuvering, and the U.S. Auto Club suspended him for "errors in judgment."



AS JERRY UNSER'S CAR SOARS OVER THE WALL,

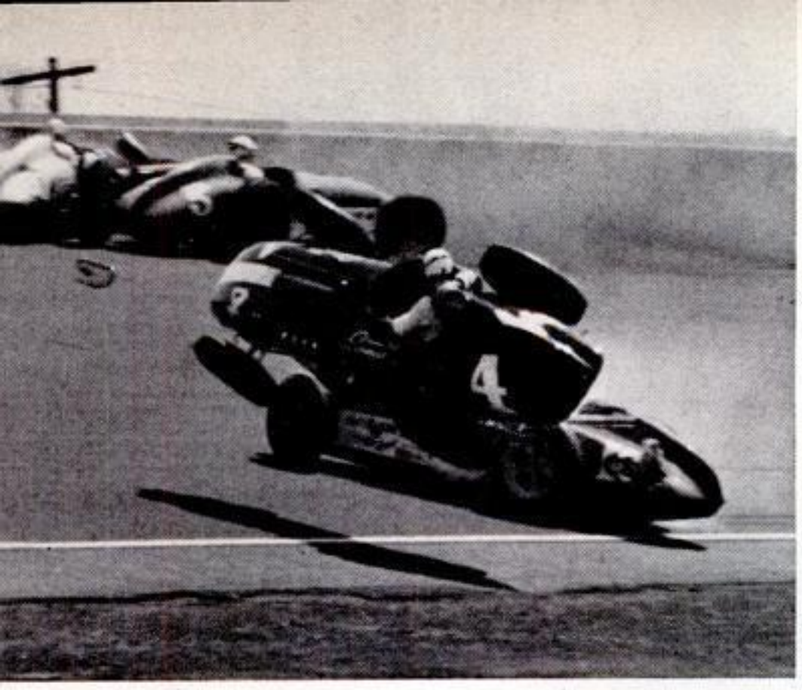


WITH O'CONNOR SLUMPED IN THE COCKPIT, CAR SLIDES TO STOP ON TRACK

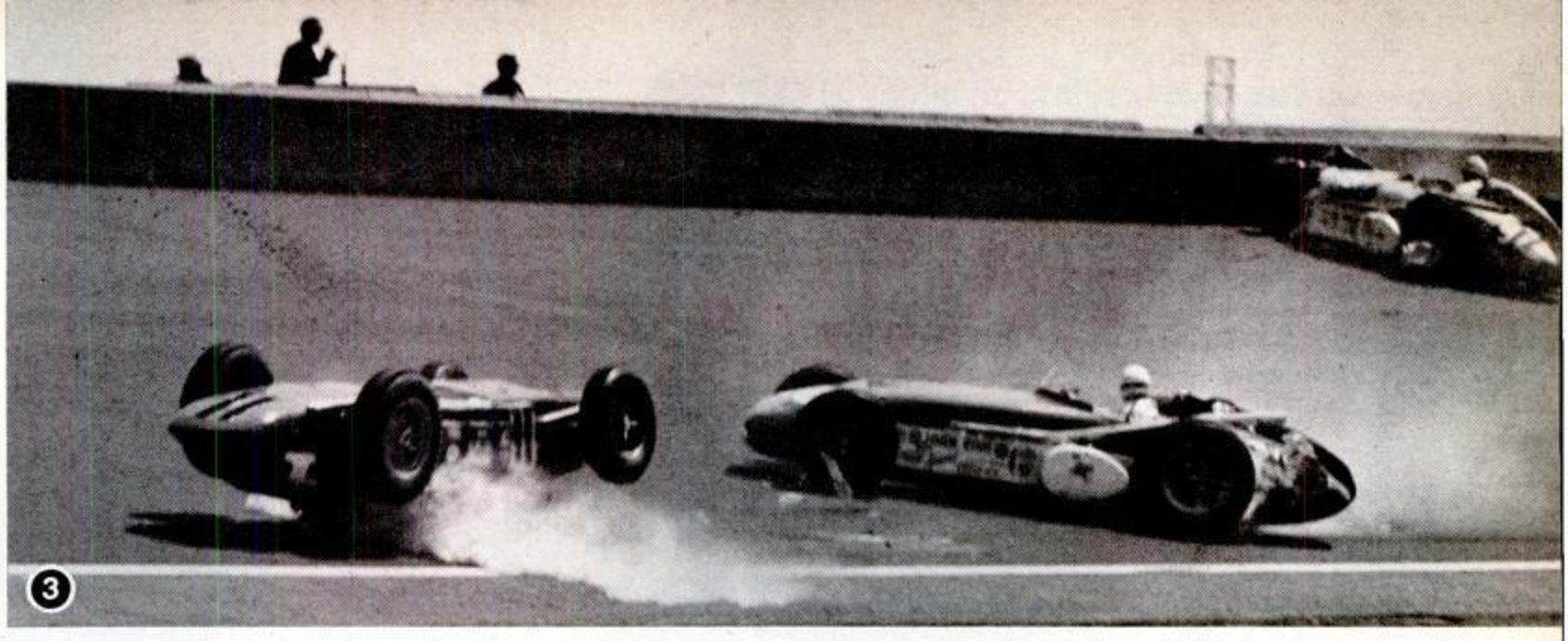


SAFETY PATROLMAN LEANS OVER O'CONNOR CAR (BACKGROUND) ON TRACK

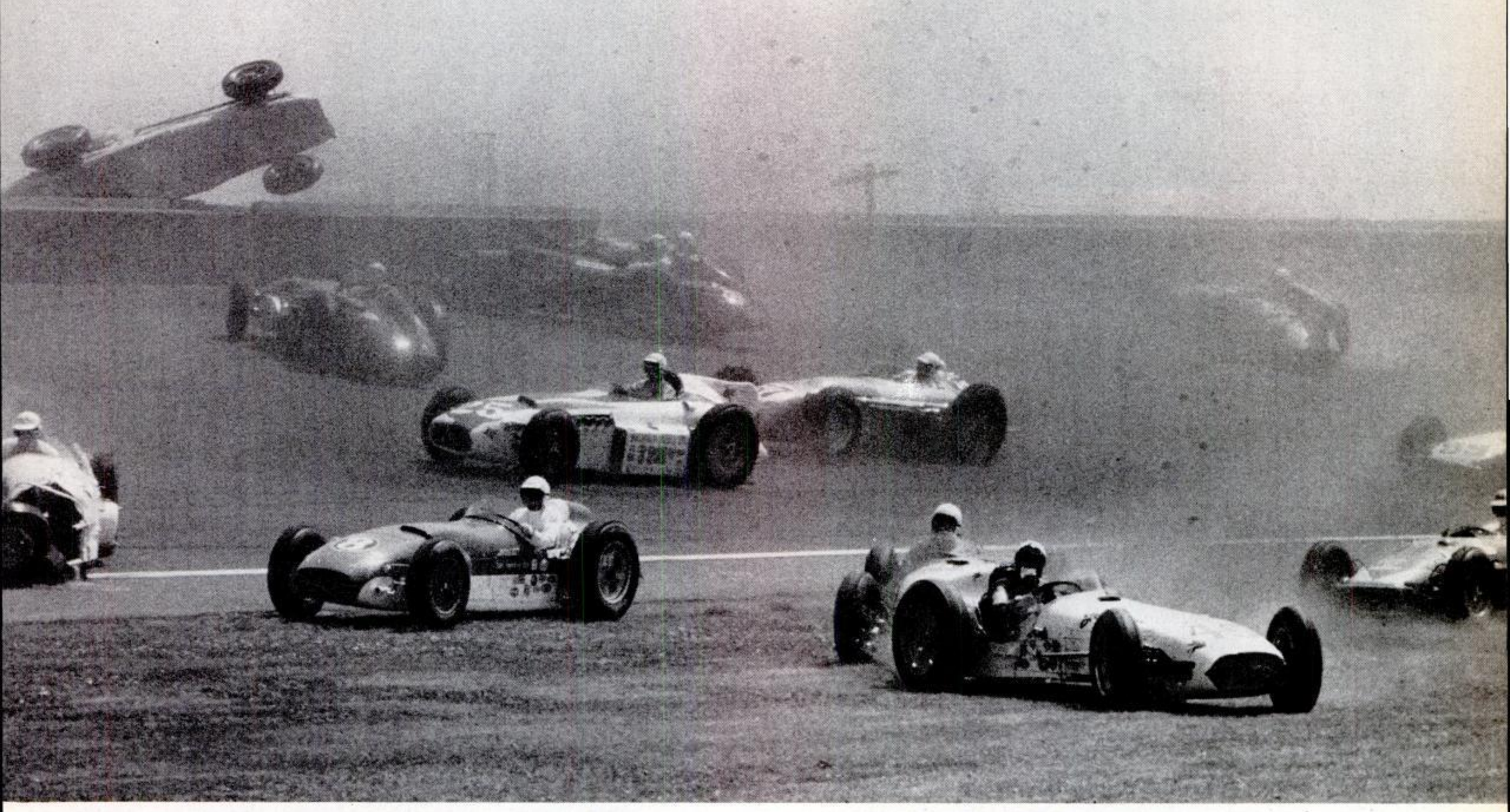
Copyrighted material



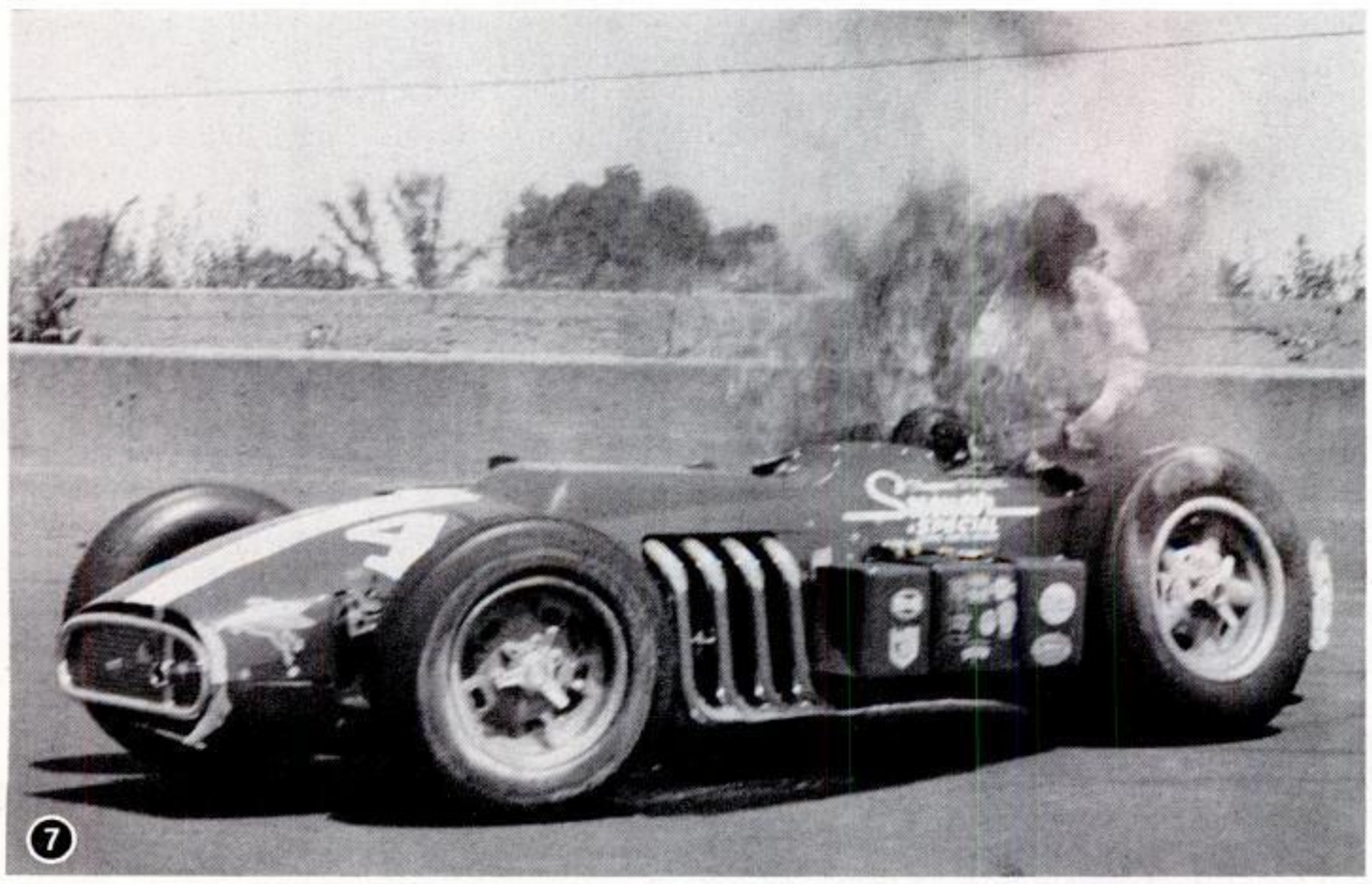
O'CONNOR FLIPS OVER SPINNING JIMMY REECE



LANDING UPSIDE DOWN, O'CONNOR'S CAR STIRS UP DUST AS IT ROLLS IN FRONT OF RACER IT JUST HIT

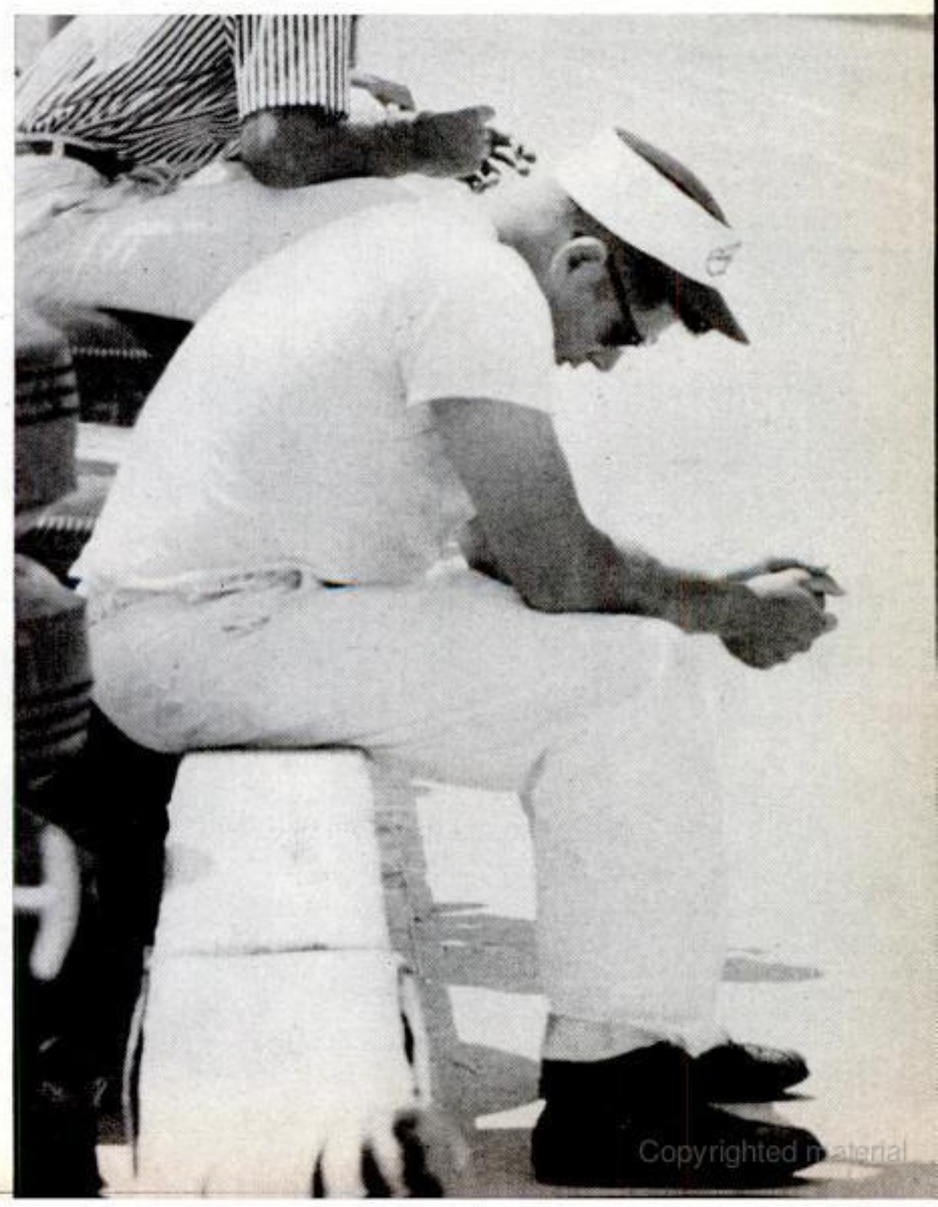


OTHER RACERS SPIN OUT ON THE INFIELD GRASS (UNSER ESCAPED ACCIDENT WITH A DISLOCATED SHOULDER). O'CONNOR IS OUT OF THE PICTURE AT LEFT



FLAMES BURST FROM THE COCKPIT OF O'CONNOR CAR AS A FIREMAN FROM SPEEDWAY APPROACHES

HIS CAR KNOCKED OUT, ELISIAN, WHOSE CAR STARTED PILE-UP, SITS AT PIT →



Copyrighted material

EDITORIAL

DE GAULLE: THE RISKS, THE REWARDS

FRENCHMEN CAN USE HIS LEADERSHIP AND AMERICANS SHOULD NOT PREJUDGE IT

The return of General de Gaulle to Paris in all probability marks the last wheeze of the Fourth Republic, although the title may remain. Few will mourn its going. Through its decade of missed opportunities, this trade union of parliamentary cliff hangers did exactly what the British historian D. W. Brogan accused the Third Republic of doing—erecting "evasion of responsibility into a system of government." We may shed many a tear for the Fourth Republic's noble republican hopes, but the hopes were never translated into fact.

Now comes the new administration. U.S. foreign policy will be sharply affected by De Gaulle's success or failure in his North African policy, in his handling of France's NATO commitments, in his announced job of altering France's political structure. Washington has not yet had the benefit of any detailed policy statement from him. nor has anyone else. But we know he has strong views on all three points. A De Gaulle government is bound to precipitate some readjustments in the relationships between the French and ourselves. Such readjustments involve many risks, even to the possible breakup of the NATO alliance. Yet great good may come from them.

The first elementary step for Americans is to give De Gaulle the courtesy of a clean-slate judgment. Up to now he has gone down in our political memory book as a professional "intransigent," a "fanatic," a "stiff-necked authoritarian." In his favor the book says only that he is brave, anti-Communist and patriotic.

This stiff-necked image overlooks the fact that De Gaulle can also be an imaginative, resourceful and inspiring leader with a real, if misunderstood, appreciation for the democratic process. Many Americans have noted, with something like amazement, that he has not proceeded to take dictatorial power by force.

He is also known as "anti-American." As the Scripps-Howard newspapers explained last week in what was probably the most ignorant editorial of the year: "He drips contempt for America and hatred for Britain. . . . During the war he refused to cooperate with President Roosevelt." The fact is that both Roosevelt and Churchill gave De Gaulle quite a hard time during World War II and he responded in kind. He has openly voiced his dislike for what he calls the "servility of the [French] regime" towards the U.S. But criticism of the U.S., however sharp and tactless, does not make someone automatically a U.S. enemy (particularly when this country has regularly burned so much incense before really hostile critics like Nehru and Tito). That so many Fourth Republic premiers were vocally "pro-American" was deceptive. They often told us just what we wanted to hear.

•

We can only hope that this notion of De Gaulle as "stiff-necked" and "anti-American" is not embedded in the State Department's woodwork. President Eisenhower is correct in awaiting with an open mind the Gaullist government's policy. A lot of things have happened since 1953 when De Gaulle walked off France's political stage. It is wrong and foolish to conclude that he has lived in suspended animation ever since, as unforgetting and unlearning as a 19th Century Bourbon.

At its best, given safeguards for the democratic process, a De Gaulle government can accomplish much. The general's views on North Africa are far from "stiff-necked." De Gaulle is remembered by the Arabs as a strong leader who gave them their first steps toward self-government. His army supporters in Algiers have surprised their critics by advocating "integration" of the Moslem population. An intelligent "integration" policy could end this mutually wearing war, if the Algerians were offered federated independence as well.

The governments of Morocco and Tunisia would use their considerable influence on the Algerians to realize the political federation called Maghreb—the Arab North African countries—with France as a partner (LIFE, Feb. 24). De Gaulle is the one man who has the individual prestige with Arabs, army and French colonists to bring off a Maghreb federation.

A North African solution would be a godsend to Europe militarily, politically and economically (let's not forget the newly discovered oil in the Sahara). The next fat question: once the soldiers get back to France, would De Gaulle restore France's shrunken balances in NATO? The 12 promised French NATO divisions are now only two.

•

De Gaulle has attacked NATO as hopelessly subject to U.S. policy—a subjection which the withdrawal of French troops has made inevitable. But it is worth remembering that this France-firster has a grasp of the military realities behind NATO and has his own vision of a united Europe. As early as 1950 he endorsed Adenauer's proposal for an actual Franco-German union. In De Gaulle's mind such a union could reach overseas. "There is no reason why these two nations should not unite," he said. ". . . One would almost be dazzled at the prospect of what German qualities and French qualities, extended to Africa, might jointly yield."

It is often objected that De Gaulle negotiated unilaterally with the Russians (in 1944, when Americans fondly used to call Stalin "Uncle Joe"). But there is no reason to suppose that he plans to denounce NATO and start freewheeling with Khrushchev the moment he unpacks in Paris.

We *can* expect that De Gaulle will make some objections about the way NATO is now conducted. The greatest mistake the U.S. could make is to reject his complaints out of hand and insist on NATO in its present form. NATO was founded in 1949 on premises, including U.S. A-bomb supremacy, since modified or outdated. Its plans and expectations for a troop buildup have been unfulfilled to the point where the plans are now unrealistic. If we expect De Gaulle to face the fact of the Russian threat, he can legitimately expect us to do some real "reappraising" about exactly how we meet it.

The NATO and North African situations are the pressing problems in the American-French relationship. But their solution hinges on De Gaulle's success with his No. 1 objective, the reformation of France's rachitic machinery of government, so that laws can be kept and plans fulfilled. The failures of French policy, the procrastination of Europe's unity have all come from this central weakness.

France is a rich country whose technologists and scientists have not been asleep. Industrial production, for example, is 210% of the prewar figure. France has men of talent. Most devices for European unity, like Euratom and the coal and steel community, are of French inspiration. But technology and genius are of little use in a country where a government cannot govern. Only by providing for a strong executive and changing the half-mad system of proportional representation voting can De Gaulle put France's political and economic house in order.

The risk, for France and for the U.S., is obvious. But the reward of even partial success would be great. The Gaullist deputy Jacques Soustelle last week expressed this hope well: "France and De Gaulle may not be very easy allies, but France will be a strong ally. In the long run a strong ally is better than a weak one."

Copyrighted material

MORE VEGETABLES AND MORE BEEF

in Campbell's Vegetable Beef Soup

Now, one of America's favorite soups is better than ever! It's Campbell's Vegetable Beef Soup . . . with more beef, more vegetables, and a beefier broth.

The pieces of lean beef are larger, and fancy green beans have been added to those other good vegetables—potatoes, carrots, peas and tomatoes. Here's a stick-to-the-ribs lunch that gives you proteins, vitamins and minerals. And it takes only 4 minutes to prepare!

Campbell makes so many different kinds of soup, you can enjoy soup once a day, every day for a month . . . and never have the same soup twice!



Now Newly Improved

Campbell's Soups cost you less than 7¢ a bowl —such a good value in pleasure and nourishment.

Have you had your soup today?

Copyrighted material



'BUTTERFLY PINK'

for lips... fingertips... and toe-tips too!

Copyrighted material

The part of pink that's the heart of pink...
100 degrees pinker than pink ever was before!

Spirited from Shangri-la . . . never known, never shown till now. A sun-pink, a moon-pink, an everything-that's-June pink! Who but Revlon could even *think* such a pink? It's the *only* pink with enough dash for the new crash colors of summer. Tanned or un-tanned, this pink *is* perfection. 'BUTTERFLY PINK'!—Reach out and catch it . . . you *might* catch more than you bargained for *this* summer!

'LUSTROUS'
Lipstick in Futurama case
$1.35* to $37.50*
Frosted Nail Enamel 85¢*
Cream Nail Enamel 65¢*

© Revlon, Inc., 1958.
Costume by Scaasi. *plus tax

Copyrighted material

CLEAN...CLEAN...CLEAN...

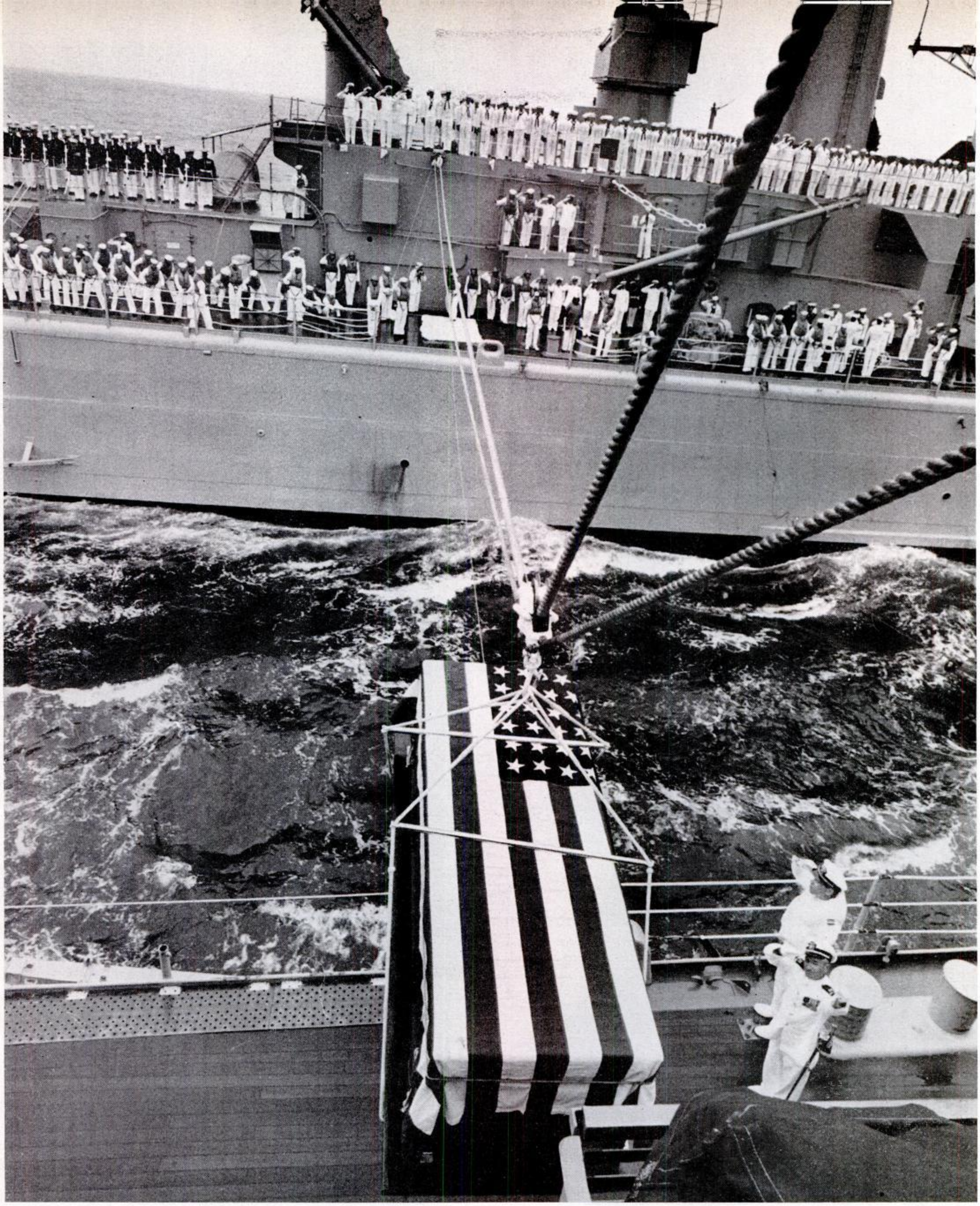
That's the taste you get when you make your Martini with clean-tasting FLEISCHMANN'S GIN

Piling on the gin doesn't make a Martini dry. It merely makes it strong. To achieve that frozen-fire delicacy called dryness, you must use a *clean-tasting* gin such as Fleischmann's. Then your Martinis will never have the slightest taste of sweetness or floweriness. They will be *manly* Martinis. They will be clean. Fleischmann's is the driest gin made on this earth. Its flavor is clean, crisp, even a bit austere. Some people actually like to sip Fleischmann's thoughtfully from a brandy inhaler, the better to savor its smoothness. Be that as it may, you will find that Fleischmann's Gin adds a touch of genius to your Martini every time. (*And, of course, to your Gin 'n Tonic.*)



DISTILLED FROM AMERICAN GRAIN • 90 PROOF • THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK CITY

Copyrighted material



OFF NORFOLK SHIPS' COMPANIES MAN THE RAILS AND SALUTE A FLAG-DRAPED CASKET AS IT STARTS BY HIGH LINE FROM THE "BOSTON" TO THE "CANBERRA"

THE END OF A SEARCH FOR UNKNOWN HEROES

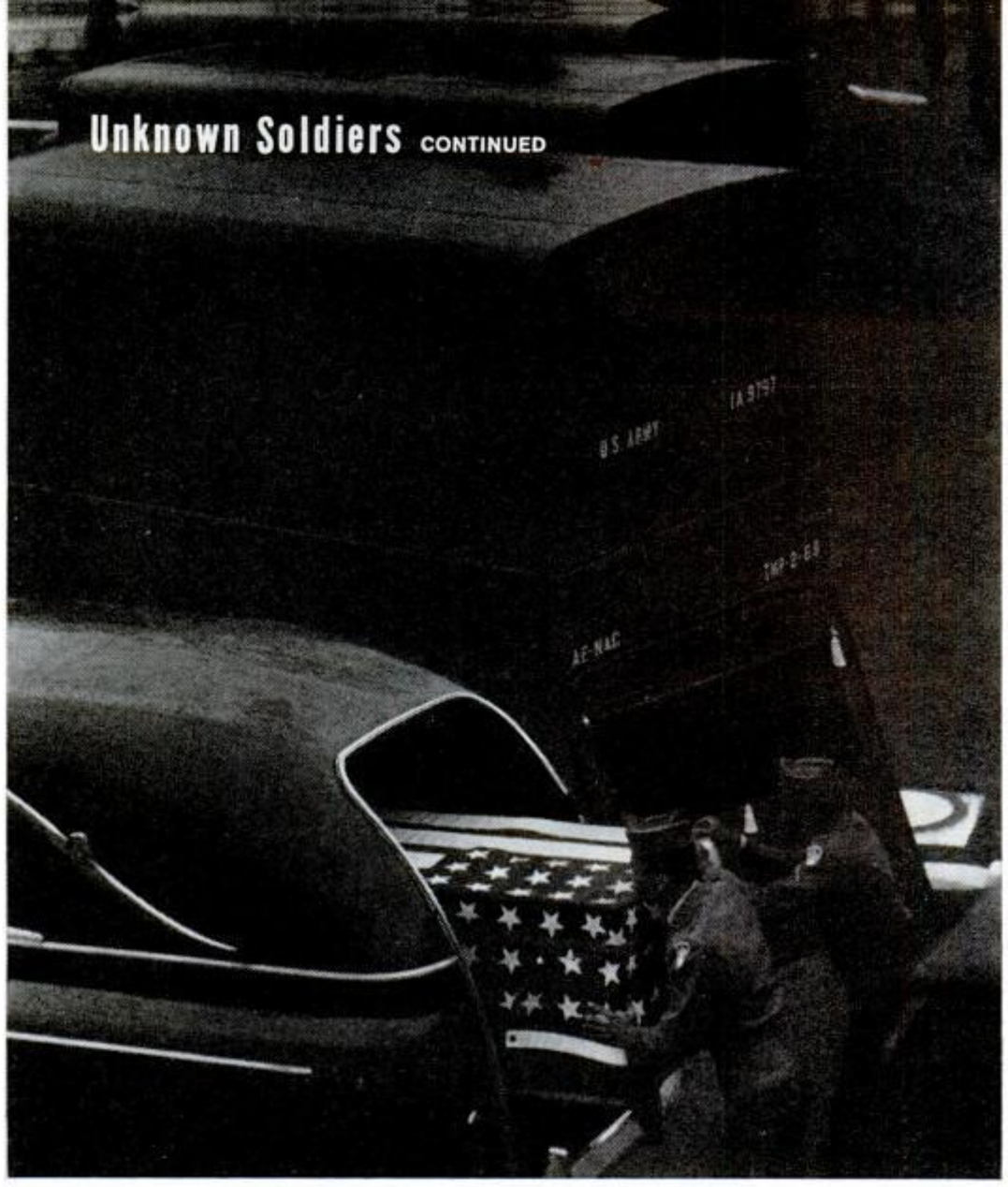
U.S. honors its World War II and Korean dead

In the Atlantic, the ships' companies tautly saluting, flag-draped caskets last week swung from one ship to another. A long trek, which began in U.S. cemeteries in Europe and the Pacific and would end in the most honored place the nation could give its soldiers, was nearly over. The Unknown Soldier of World War I, enshrined in Arlington Cemetery, was being joined by two representing the dead of World War II and Korea.

Of the two it is known only that they died in war. Through careful, ceremonious selections (*next page*) even the battlegrounds on which they died are now concealed. But in their perfect anonymity they became identified with all who died. Home at last, they took their place in history on the day given to the memory of U.S. dead from all wars.

CONTINUED 41

Copyrighted material



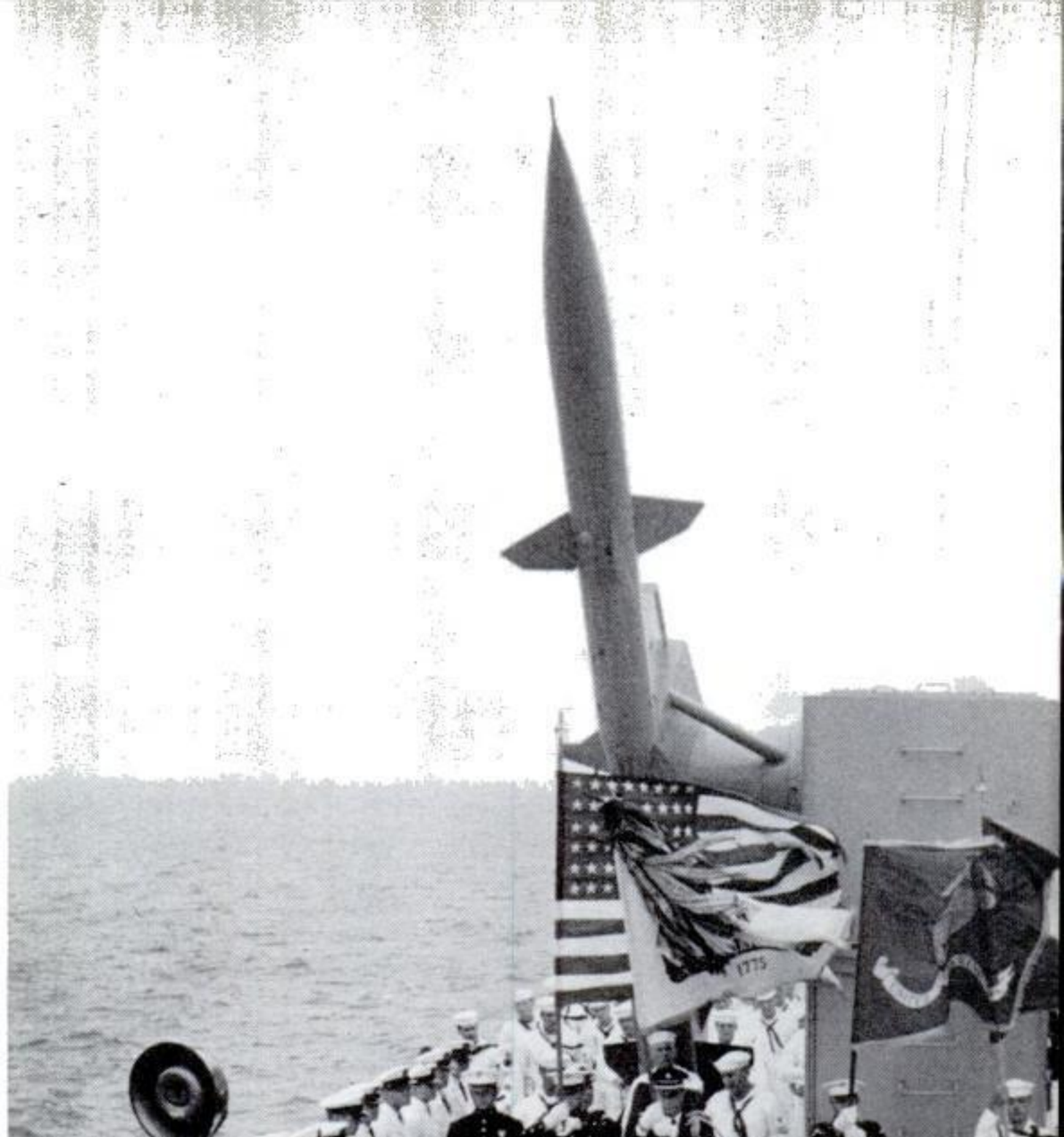
FROM EUROPE one of 13 caskets is put in hearse at Frankfurt gathering point for transfer to Epinal, France, where one of them was chosen by an Army general.



FROM THE PACIFIC six caskets carried World War II dead. Air Force Colonel Glenn Eagleston makes selection by placing lei on coffin at Hawaii's Hickam Field.



FROM KOREA selection is made by M/Sgt. Ned Lyle of one of four caskets at Hawaii's National Memorial Cemetery, where all unknown Korean dead are buried.



ABOARD THE "CANBERRA," SAILOR WILLIAM CHARETTE CHOOSES ONE WORLD

THE CAREFUL HIDING OF IDENTITY

America has thousands of unknown soldiers. Of the 360,812 U.S. dead from World War II, nearly 8,500 are unidentifiable. From Korea's 24,-386 dead, 853 are unidentifiable. Selection of the two who would be enshrined began months ago in military cemeteries around the world where these unknown, and thousands of their known comrades, are buried.

From each of the 12 cemeteries in Europe and one in North Africa, one man was chosen. No shred of identification remained, even to branch of service. The unknown may be soldier, airman, sailor or Marine. At Epinal, France these 13, by now unidentified as to the cemetery from which each came, were gathered and one among them chosen. To Hickam Field, Hawaii were brought World War II dead from cemeteries in Hawaii and the Philippines. At the National Memorial Cemetery in Honolulu, Korean dead were chosen. At each place a single selection was made.

On a cruiser fitted out to fight—or deter—a new kind of war (*above*), the three caskets came together. A sailor, winner of the Congressional Medal of Honor in Korean fighting, chose one of the two World War II soldiers, whether from Europe or the Pacific it was now not possible to tell. Steaming to deeper water, the cruiser slowed as the ship's company gave sea burial with full honors to the man who was not chosen. The two caskets, borne into port, then took their place in the Capitol rotunda, lying in state for two days before the rites at Arlington (*next page*).

Copyrighted material



WAR II CASKET. IN CENTER IS KOREAN SELECTION



BURIED AT SEA, one of two World War II dead is cast from the *Canberra* after prayers of four faiths.

LYING IN STATE, the two unknowns rest in Capitol rotunda. Here Speaker Rayburn lays a wreath. →

CONTINUED

Copyrighted material



AN OLD SOLDIER, the President stands at somber attention in Arlington as burial prayers are read.

PAYING A NATION'S RESPECTS, the President steps between the caskets to place a wreath at the tomb of the original unknown soldier, enshrined in 1921. In center left is Vice President Nixon. Four flag-holders at the caskets and the men in the first rows in foreground are Medal of Honor winners.

Copyrighted material

Unusual Values FROM Foreign Lands



Mailed direct **to you** from HOLLAND-ITALY-GERMANY!



from HOLLAND

DELFT BLUE DUTCH LAMP. A dainty "twilight" lamp of celebrated Delft pottery. Its *blauw* base and white silken shade are hand painted with authentic windmill designs. Completely wired—ready for use. A perfect TV lamp—a tasteful ornament for den or boudoir. 7½ inches high.

REGULAR VALUE $3.00





from ITALY

2 Pairs of NYLON S-T-R-E-T-C-H GLOVES. Made of famed Helanca Stretch Nylon, these lovely gloves fit any hand. Washable and color-fast, they dry quickly—won't shrink. Fashionable for dress or work. And—you get a pair of *white* and a pair of *black* for less than the price of a single pair!

REGULAR VALUE $2.50





from GERMANY

BLACK FOREST WALL CLOCK. Made according to a pattern developed centuries ago, this carved wood clock keeps time with exceptional accuracy! Its traditional weight and chain-winding mechanism, swinging pendulum and gentle "tick-tock" will add new personality to your home. Dimensions: 7 inches high x 5¼ wide.

REGULAR VALUE $3.50



IMPORTANT!

These items make magnificent gifts so you'll be glad to know that there is no limit to the number of items you may order. Send for one or *all three*—in any quantity! But be sure to include $1 for *each* item together with necessary carton or sales receipt from a Colgate-Palmolive Toiletry!

YOURS for only $1.00 each

PLUS a Carton or Sales Receipt from either:

COLGATE DENTAL CREAM
HALO SHAMPOO
PALMOLIVE RAPID-SHAVE—or
VETO CREAM DEODORANT

or Carton or Sales Receipt from any Colgate-Palmolive Toiletry



CUT OUT THIS HANDY ORDER BLANK NOW!

UNUSUAL VALUES,
BOX 59, BROOKLYN 1, N. Y.

Please send to Europe for acceptance and delivery my order for:

☐ **Delft Blue Dutch Lamp(s)** ☐ **Nylon Gloves (2 pr. per offer)** ☐ **Black Forest Wall Clock(s).**

I understand these offers are subject to acceptance in Europe and will be sent postpaid and duty-free.

For *each* item ordered, I enclose $1.00 (on orders for more than one item send check or money order) and carton from Colgate Dental Cream, Halo Shampoo, Veto Cream Deodorant, or sales receipt from Palmolive Rapid-Shave—or any other Colgate-Palmolive Toiletry. **Total Enclosed $_____.**

NAME _____

ADDRESS _____

CITY _____ **ZONE** _____ **STATE** _____

Allow 6 to 8 weeks for delivery. Offer expires July 31, 1958. Offer good only in Continental U. S. A., Alaska and Hawaii. Void wherever taxed, prohibited or otherwise restricted.

Copyrighted material

Fender, '58 Lincoln, cleaned *and* waxed



VISTA TIME: 4 minutes

DURATION: up to 6 months

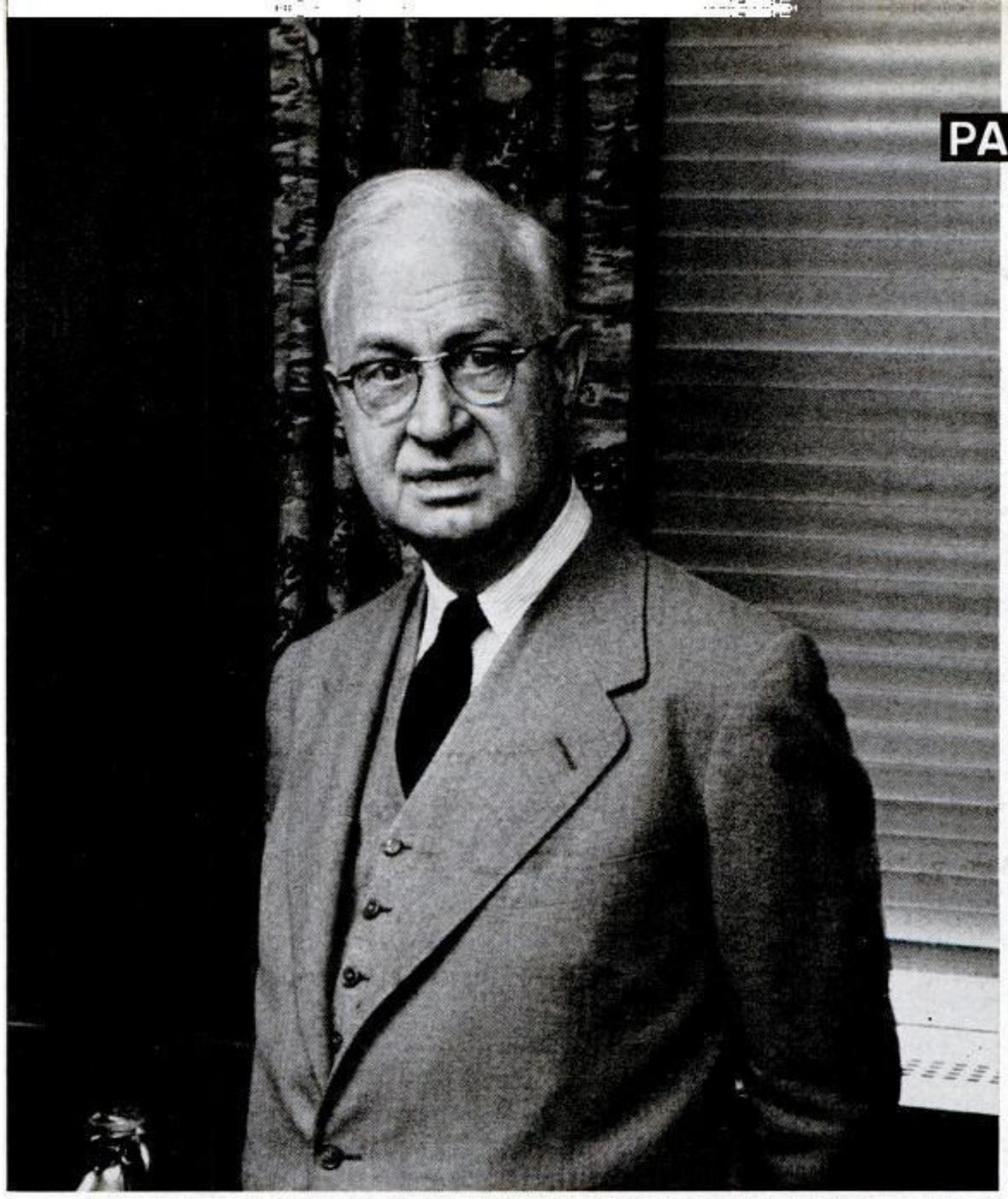


Simoniz makes it as only Simoniz can—VISTA, for tough real paste wax beauty and protection. VISTA is real paste wax with cleaner in it—*turbo-whipped* so it spreads smoothly, dries and wipes off quickly. One easy application cleans, shines and protects your car for months . . . *try it.*

SIMONIZ MAKES IT

Copyrighted material

PART II



KIPLINGER EDITS HIS LETTER TO BUSINESSMEN FROM WASHINGTON OFFICE



ERH ARD STANDS BY GRAPH SHOWING GERMAN ECONOMIC RISE HE GUIDED

Practical Recession Advice

A FINANCIAL PUNDIT TELLS HOW TO BORROW, INVEST

by W. M. KIPLINGER

Last week Columnist Sylvia Porter and G.E. Board Chairman Ralph Cordiner described what U.S. citizens can do about the current recession. This week they are joined by two other experts. The first, W. M. Kiplinger, a financial and political pundit of long standing, has written astute analyses for businessmen in his famous weekly Washington Letter *since* 1923.

THE question is asked: what can *you* do about the recession, by yourself, in your own interest? This is not just a selfish question. Individual action in individual interest in a complicated society like ours can result in what is called mass interest. So much for your conscience.

Look at the recession from various angles.

The bad angles: Lots of people are out of work, low on cash and scared. Lots of businesses are running on slim margins of profit.

The good angles: Most people *do* have jobs and something like normal income. They are 12 times as numerous as the have-nots. Many businesses are doing well, even in the midst of recession.

Add prospects for the future: The prospects are that the recession is for this year only and that by next year we shall be pulling up and out. I will go further: I think that there is a touch of the neurotic in the pessimists who fear a deep depression. They apply their wits to the bad factors too much without looking at the good.

The chances are 11 out of 12 that you belong to the overwhelming majority of people who have jobs, income, a reasonably normal family economy. If so, this is for you. Probably you also have the usual family problems and questions: Should you economize more, save more for the rainy day or go ahead and spend? Buy a car? Buy a house? Buy some more furniture? Or home equipment? Buy some stocks, maybe? Plan tightly for six months hence, or plan a little more relaxedly for six years hence?

I think I know some of the answers, but I hate to offer them without first giving you these general observations:

1) Prices of everything are about as low now as they will ever be. Prices of nearly everything will be higher in the years to come. 2) If you are in your middle or younger years, your income in the future will be higher than it is now. 3) The greatest boom in the history of this

CONTINUED ON NEXT PAGE COLUMN ONE

GERMAN ECONOMICS CHIEF SAYS KEEP UP PRODUCTION

by LUDWIG ERHARD

Ludwig Erhard, the West German Republic's vice chancellor and minister of the economy, is a brilliant former economics professor who more than any other single man is responsible for his country's phenomenal business comeback. On his recent U.S. tour he voiced some cogent opinions about America's financial downturn. Here he outlines his views for Americans.

IT is rather a bold enterprise for a member of another country's government to express his opinion on American internal affairs, even if he has been asked for it. Only the secure knowledge that a strong mutual feeling of confidence will save me from being misunderstood, and that I am very close to the United States's own philosophy in my view of economic and social matters, gives me the courage I need for this statement.

When I recently visited the United States I had an opportunity to look at the situation on the spot. What I saw and heard made me feel that the widespread pessimism which prevailed was not justified by the facts. Even taking into account the slump in the automobile industry, which has had adverse effects on the steel industry, I still find that all this is not enough to keep a recession going or to bring about an acceleration in the downward movement—not when consumer purchasing power is still high and credit is readily available at low rates.

The general atmosphere in this so-called recession can therefore be explained only in psychological terms. It seems to me that the recession has its roots not in economics but in some sort of psychological short circuit. The Sputnik shock, the world uncertainty and of course the recession itself have impaired the radiant optimism of the American people.

But I cannot visualize the American nation forever in the throes of this uneasiness. There is no nation in the world whose past achievements give it a greater right to have confidence in its own strength.

I would not presume to say what action the government should take so as to raise the level of production and employment again. What is important is this: the American public must feel that the men on top who are responsible for the future of the economy are working with a purpose.

It would, however, be a grave fallacy to believe that the average citizen—manufacturer, trader, worker or consumer—cannot by his own

CONTINUED ON NEXT PAGE, COLUMN TWO

Copyrighted material

KIPLINGER CONTINUED

country lies only four or five years ahead. It will run for 20 or 30 years with various ups and downs within it.

The flaw in this boom that lies ahead is that it will be accompanied by higher costs of living. How much more will average prices be by the time you are 25 years older? Probably 50%.

Will your income keep pace? Can you afford those higher prices in the future? The answer is yes. Your income will *more* than keep pace. Your *real* income will go up, real income being a term the economists use to apply to the purchasing power of your earnings.

Now back to this year and what you can do for yourself in this recession. Here are some of the most common questions that come into my office, and my answers to them:

Is this a good time to buy a house? Yes. A house is an investment, and for many families it is the only hedge against inflation that they can afford. Right now there is a buyer's market in housing, particularly in older homes. House prices are lower. Add to this the fact that you may be able to get a mortgage at a lower interest rate. (Remember, saving ½% on a 20-year mortgage of $10,000 saves you more than $600 in the 20 years.)

What about borrowing money now? Depends on what you are borrowing for. If you want to buy something like a car, a home, major appliances or land, or to go into a sound business of your own, the answer is go ahead, borrow now, if your job seems secure. Money is cheaper. Terms are more liberal. But do not neglect to shop around when you are looking for money. The price varies from bank to bank, from one lending place to another.

What about life insurance? Many people are tempted during a recession to shy away from setting aside money for such things as life insurance. But life insurance is important for young families, and it is a bargain when you are young, for as you get older the rates go up.

But remember that the money you spend on life insurance does not grow with inflation as some other investments will grow. It pays off a fixed number of dollars, even though those dollars may be worth far less when it comes time for the policy to pay out.

What about investing in stocks now? Common stocks should be considered by the average family because they grow with the boom and with inflation. But they should not be bought until *after* there is some surplus cash in the bank for emergencies. Two good rules for the average family are these:

1) Do not put all your money in one stock. Spread out. Buy some stock in several companies, or buy shares in investment trusts. They give you ownership of a large number of stocks, and you can choose whether to invest in a conservative fund or one that is more speculative.

2) Spread your investment over a period of time. Buy at regular intervals—every month or three months. That way you average out your investment over the highs and lows and gradually build up your holdings without trying to second-guess the market. This removes the temptation to play the market which is fatal to most small investors. It is better to concentrate on *what* to buy rather than *when* to buy it.

You may think you have no money. But you may have a little saved up and available for investment. Investment is like seed corn: a little makes a lot next year and much more a few years later.

Why talk this way now, in the midst of a recession? Because now is precisely the time to talk about it. The economy has lost a bit of momentum temporarily, but you as an individual should *not* lose momentum, not even in a recession year.

A word about your job: It is the greatest economic asset you have. It is worth more than any other investment. It grows in value. It pays good dividends, and pays more as time goes on. Anything you can invest in your career is well invested.

To the young of today I say, get a move on. You are as able as the generation that went ahead of you—perhaps in some ways a bit abler. Your economic future will be better than the past. This will be due partly to your own efforts and partly to the natural growth of our economic machinery. History is on your side. In standards of living the trend has been upward, and it will continue that way as far as it is possible to see.



SPARKING SALES. Mayor J. K. Cass of Greenville, S.C. walks barefoot on carpet during "You Auto Buy Now" drive.

ERHARD CONTINUED

action help or harm the situation. Whether the businessman has the courage to venture his capital or whether he is pessimistic, whether the worker appreciates that there is a limit to his claims or whether he cares only for his own group's interest, whether the consumer has confidence in tomorrow or whether he is worried and rearranges his life accordingly —all these together decide the level of production and employment.

Overcoming the dislocations

THERE is no absolute prescription which would be right in all economic situations. I think, however, that certain actions would help the present situation and overcome the dislocations that have appeared:

1) Businessmen, in particular manufacturers, hurt their own interest if they reduce production and cut down investment in order to adjust their business to what they wrongly think is an inevitable downward trend of the business cycle. Economic and technological progress and variations in human needs may lead to changes in the pattern of the economy, but they will never lead to a general decline. Instead of merely increasing the number of plants, *i.e.*, in a horizontal expansion, it would seem wiser to me to bring about a vertical adjustment to the new pattern of demand. This means increasing efficiency and productivity all along the line. Manufacturers should remember they produce not only goods but also income. They will accentuate the crisis if they cut down on production.

It is also necessary in a free economy to keep prices flexible so that they will respond to market fluctuations. The one alarming symptom I have observed in the American economy is the decline in production coinciding with a rise in prices. Any real entrepreneurial activity implies the risk of loss as well as the chance of profit. It is therefore against the spirit of free enterprise to raise prices in an attempt to maintain profits at a certain standard, regardless of production and sales. The present situation offers businessmen an excellent chance to get prepared for the competition of tomorrow, and they should make full use of it.

2) Another important influence on the state of the economy is the inventory policy of manufacturers and merchants. It may at times appear wise to cut inventories to a level just high enough to keep going for another day or two. But we must understand that this very policy is one of the reasons for the decline in the prices of industrial raw materials and in the purchasing power of the countries producing raw materials, a decline which has affected business all over the world. This policy of low inventories cannot be maintained in the long run in any case, and I think the maintenance of normal inventories would go far toward stabilizing the economy. If I were an American entrepreneur, I would go ahead and buy now. Prices are sure to rise rapidly once all present inventories of raw materials are exhausted and everybody starts buying.

3) And what should consumers do? Thrift is a virtue, but it is not always the right thing for the economy. A general decline in demand is bound to lead to a decline in production and employment and will finally reduce mass income. In short, those who hesitate to spend today because they are afraid of the future will be jeopardizing their income of tomorrow.

Once a nation is in the grip of doubt about its future, it has already taken the first step on the road to disaster. Pessimism leads inevitably to a decline. The measures then necessary will be successful only at the price of inflation and a further decline in the value of money.

A good economic policy which tries to maintain a high level of production with a stable currency is comparable to a tightrope walk in which the performer is in constant danger of falling off either in the direction of an economic decline or a decline in the value of money. Because the U.S. dollar has become the standard for measuring the value of all currencies, the U.S. has a special responsibility to be a skillful tightrope walker.

The free nations trust that America is up to the challenge. But this challenge concerns all American citizens, not only the government. The strength of the American people and their confidence in themselves must not be lost if fortune is to smile on us all. Let, therefore, every American citizen act as if his attitude were decisive for the fate of the whole free world. My faith will not be shaken.

Copyrighted material



When you care enough to send the very best

Hallmark Cards

Copyrighted material



A too-soft, bouncy mattress that you sink into, doesn't relax the muscles of your back. So they grow wearier, weaker, often ache in the morning. You tend to slump; you feel older, look older.





On a Sealy Posturepedic Mattress you sleep with your body aligned so your back muscles can relax and regain their tone. No bedboard hardness, but firm, deep-spring support. *You sleep in comfort.* Better posture is a plus!



©Sealy, Inc., 1958

Posture is a plus you can get from sleeping!

Here's why it happens on a blessedly comfortable Posturepedic Mattress

The muscles of your back must work 16 hours a day to hold you up.

Unless they can relax, regain their tone *at night,* your posture suffers. You sag a bit more every day; you feel older and look older.

A mattress that sinks under your weight holds your body as in a hammock—your head and feet high but your *backbone bent.* Your posture muscles grow wearier, weaker every day!

The Sealy Posturepedic Mattress overcomes this threat to your attractiveness and good health. The only mattress of its kind, it was designed in cooperation with leading orthopedic surgeons to give buoyant but healthfully firm support. And it's smooth; has no buttons; no bumps!

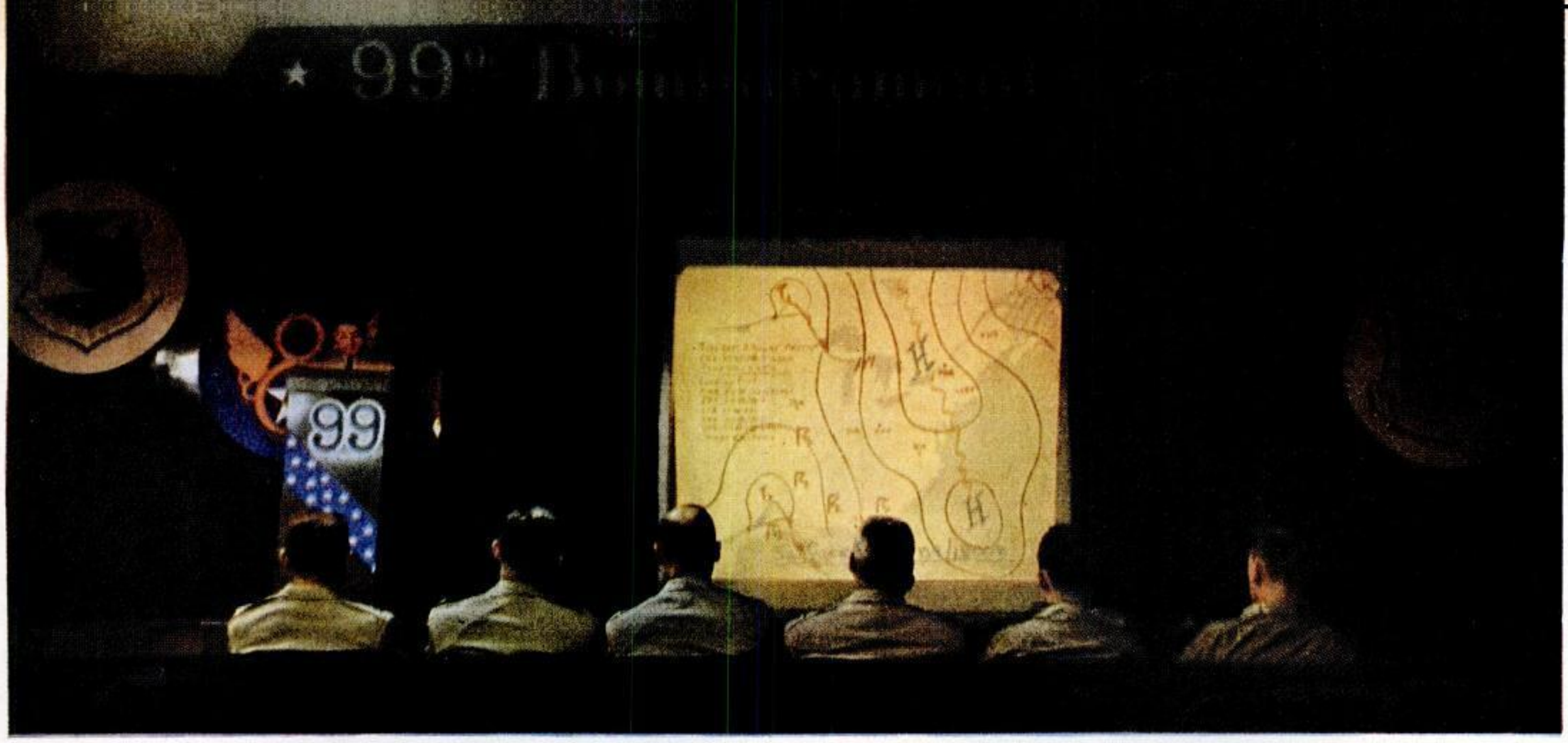
Start sleeping for comfort...and get better posture as a plus. Get a Sealy Posturepedic! *$79.50 always; matching foundation, $79.50.*

Sealy
POSTUREPEDIC®
MATTRESS



Remember...
NO MORNING BACKACHE
from a too-soft mattress

Copyrighted material



GETTING BRIEFED ON WEATHER BEFORE FLIGHT, SIX-MAN B-52 CREW WATCHES SCREEN AS OFFICER FOR 99TH BOMBARDMENT WING READS OFF PREDICTION

TEST FOR A B-52 CREW

Every time they go up on a training mission, the crews of the Strategic Air Command's B-52s are engaged in a fierce contest. To make sure the heavy bomber crews remain in a constant state of readiness for combat, SAC keeps up a running competition between them. Promotions and prestige depend heavily on performance during the 3,000- to 5,000-mile flights.

Last month SAC allowed LIFE Photographer Ralph Morse to go along on a B-52 training mission to watch a crew at work. The jet plane's six-man crew, headed by Major Winston Moore, was one of only 12 B-52 crews out of 350 classified as "All-Star" and would, in the event of a war, be assigned to bomb a top priority target. The mission shown here went so well that when Moore's men landed after 8½ hours of practice bombing, navigating and refueling, they still held their high "All-Star" place.

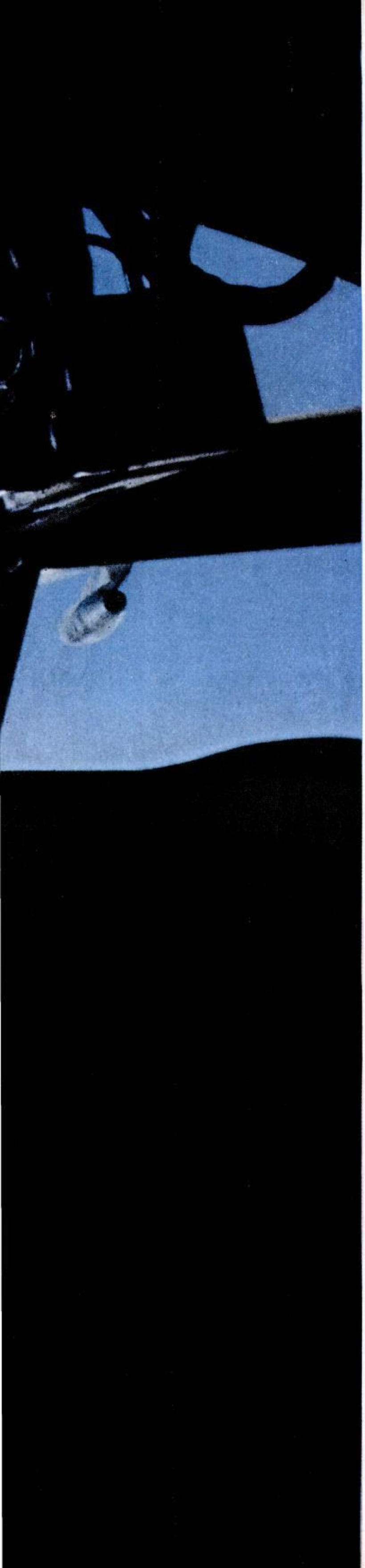
CHECKING B-52 BEFORE TAKE-OFF, THE PILOT, MAJOR WINSTON MOORE, CARRIES MAPS AND HELMET AS HE INSPECTS 185-FOOT WING FOR STRUCTURAL FLAWS



Copyrighted material

FLIGHT INTO LOWERING BOOM

The toughest job Major Moore had during his mission came when he had to hook up with a KC-135 jet tanker for a practice refueling. First, he turned his oxygen supply up to maximum to keep his reflexes sharp. Then, carefully maneuvering his bomber into place by manipulating eight engine throttles with one hand, he eased up behind the tanker (*left*) and held his 200-ton plane on a steady course until he could see the tanker lowering its fuel boom (*below*). The maneuver took 20 minutes of precision flying. Then Moore turned the plane over to his copilot while he wiped off beads of perspiration and relaxed with a smoke.



CONTINUED

Copyrighted material

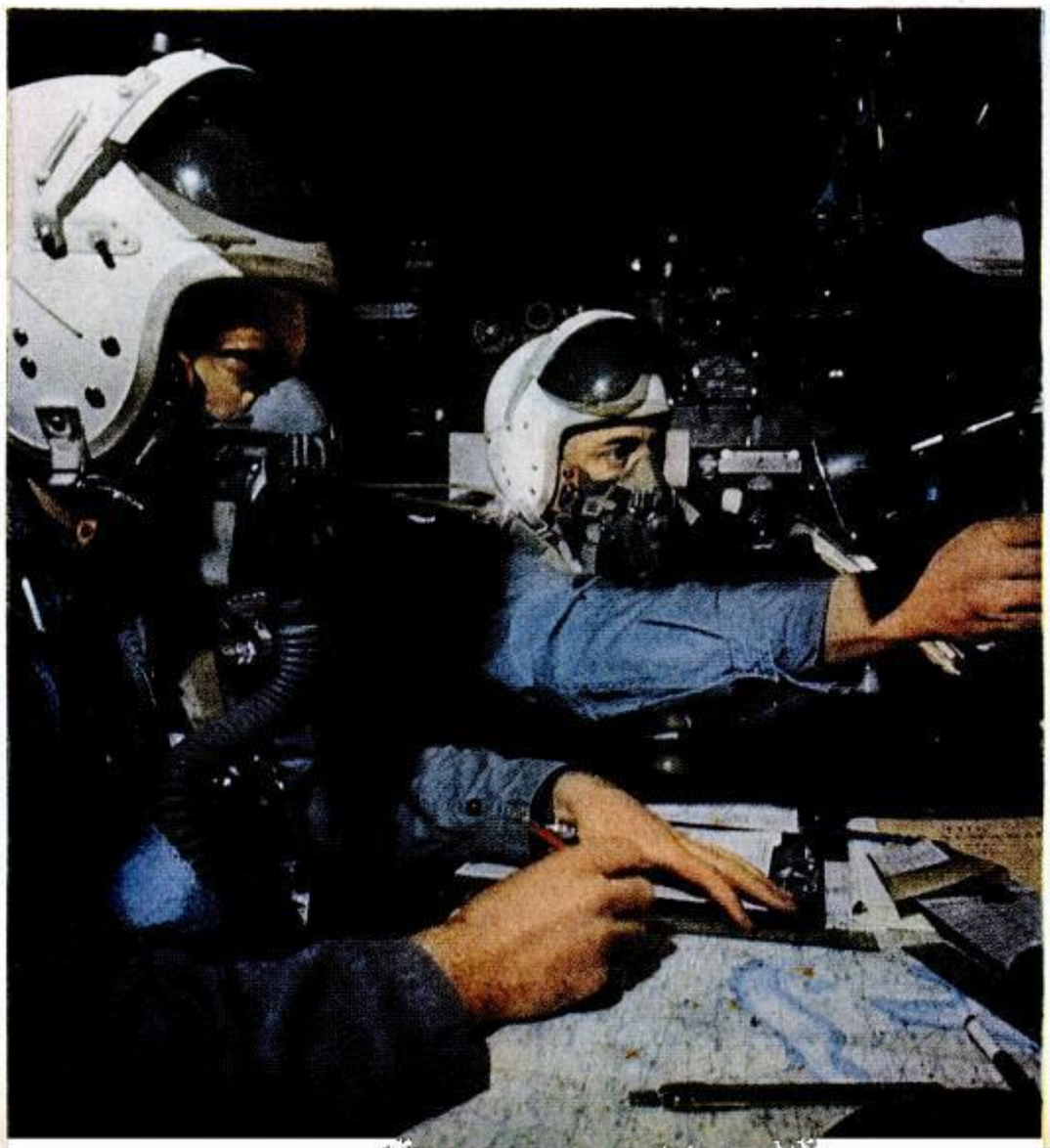
THE CREW AT WORK

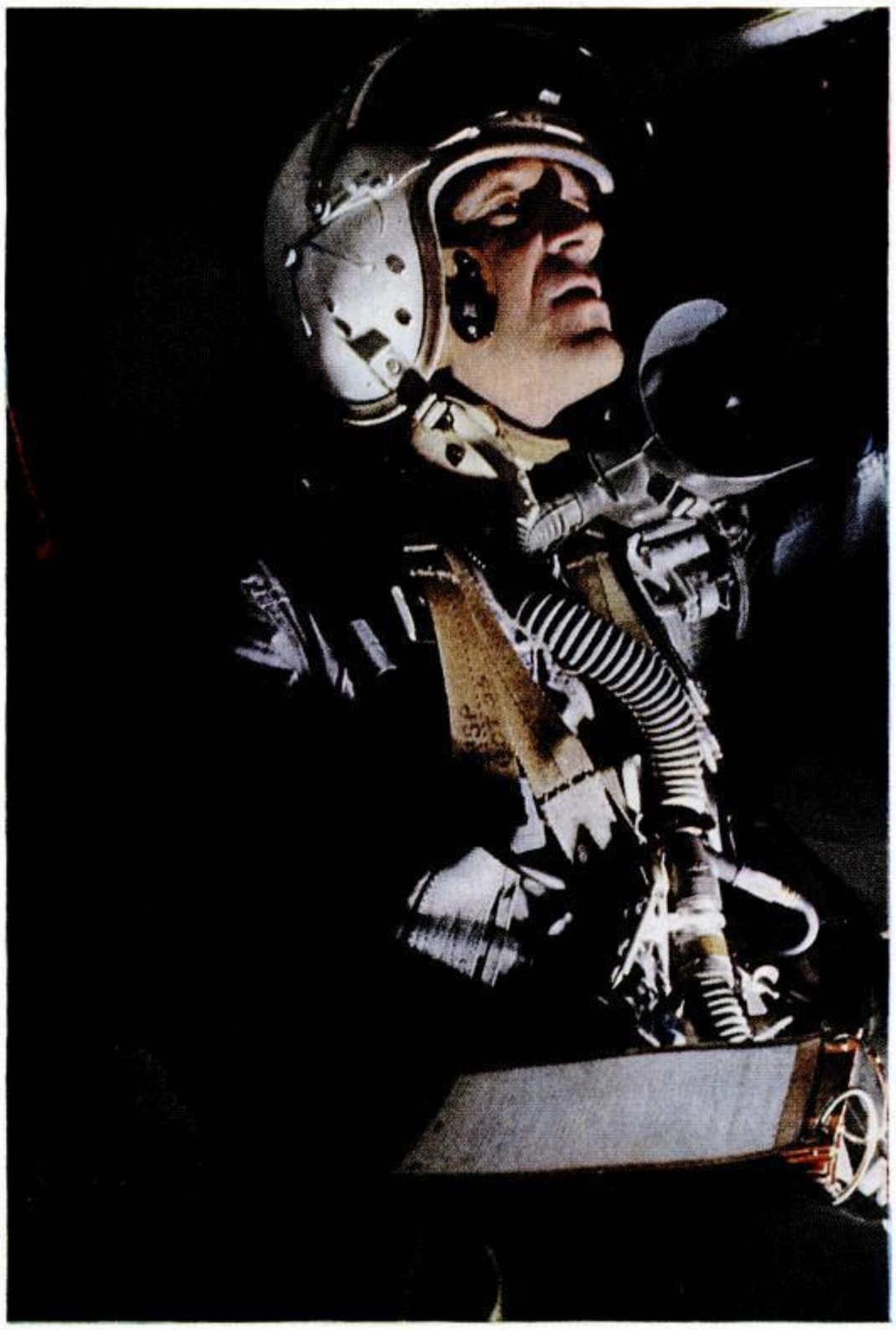


BOMBER COMMANDER, Major Winston Moore, removes oxygen mask for a quick smoke and look at map. Pictures on this page were all made during flight.



COPILOT, Captain Leonard Culbertson, checks bomber's fuel consumption. Either he or the pilot must wear oxygen mask at all times in case of emergency.





ECM OPERATOR, T/Sgt. Earl Redelsperger, handles the B-52's electronic countermeasures equipment which intercepts and jams the enemy's radio and radar.



TAIL GUNNER, M/Sgt. Raymond Finkelstein, is responsible for checking the outboard engines, which the pilot cannot see, and watching for enemy fighters.

←**NAVIGATING TEAM** consists of Captain Arthur Lehrman (*left*), who guides pilot to the target, and Captain Gilbert D'Andrea, who uses radar to bomb it.

Copyrighted material



Telegram-minded: Peter Hires, youthful President of the Charles E. Hires Co., supervises regional sales promotions by lightning-fast Western Union Telegrams. And the telegram is a written record . . . no mistake about it!

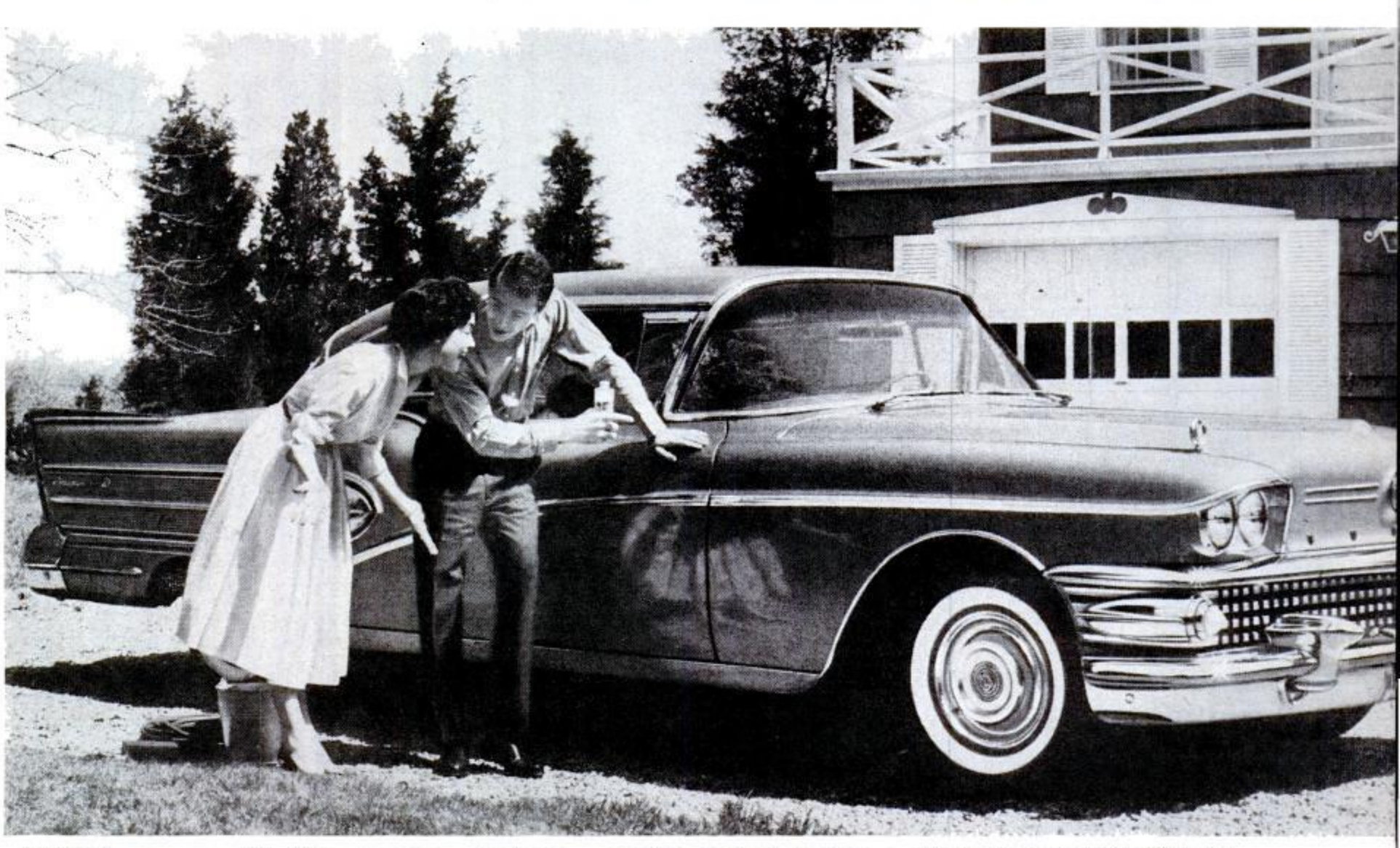
WESTERN UNION

Copyrighted material

WASH YOUR CAR WITH NEW

THE CAR SHAMPOO

At last– an easy way to CLEAN and WAX your car!



SAVOY removes dirt, film, grease and stains — easily, gently! Leaves a shining coat of CARNAUBA WAX that protects your car from sun fading, corrosion and chrome rust. SAVOY cleans and waxes at the same time because it contains GLEEMEX.*

HERE'S ALL YOU DO:

1 Wet car thoroughly . . .

2 Apply SAVOY Car Shampoo — use 1 oz. of SAVOY in half a pail of water. Liquid SAVOY is economical — one bottle gives you 8 complete WASH 'N WAX jobs.

3 Rinse. NO WIPING NECESSARY! SAVOY doesn't streak or leave dull spots. Watch how the finish on your car steadily improves with every SAVOY washing.



***GLEEMEX** is the miracle ingredient that permits a fine coat of wax to be spread over your car while you wash it! Only SAVOY contains GLEEMEX, only SAVOY gives your car that even GLEEMEX sheen.

WONDERFUL FOR ANY CAR!

SAVOY cleans thoroughly, improves the finish of your car with every washing. Try it and see.

Copyrighted material

SAVOY

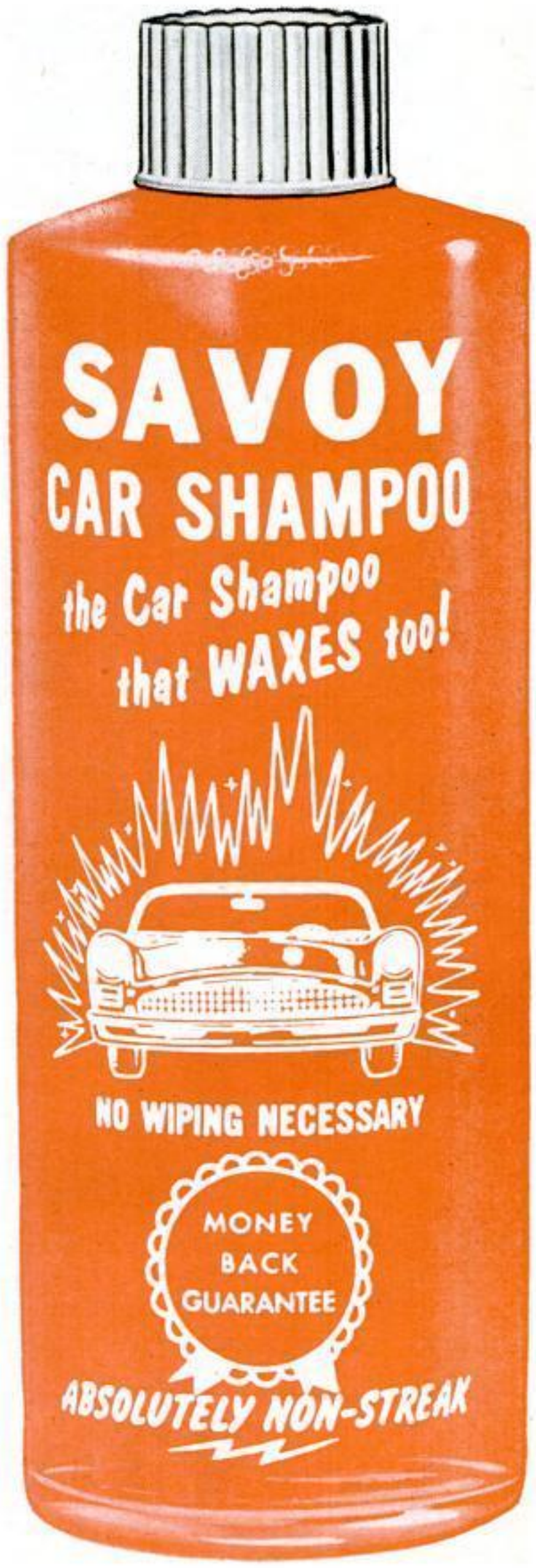
THAT WAXES TOO!



No extra work– SAVOY WAXES AUTOMATICALLY WHILE IT CLEANS!

8 SPARKLING WASHES

ONLY 69¢





PERFECT FOR NEW CARS TOO!

SAVOY is gentle. Regular SAVOY care preserves that sparkling new car finish—keeps it looking new longer.

Savoy is a product of Seeman Brothers, Inc.

SAVOY

preserves and brightens the finish on your car with every washing.

GET SAVOY

at your nearby supermarket or grocery store.

Copyrighted material



BANDING a skua gull for migration studies, Chappell holds a bird he caught by using an adaptation of a scout snare technique.

"When I took off my glove to fix the band, this bird bit my thumb—the only scar I brought back from Antarctica."

The Antarctic Boy Scout

THE term Explorer Scout suddenly took on new meaning," recalls Richard Chappell, describing the day two years ago when at 18 he was selected as the only American Boy Scout to go to the Antarctic with the International Geophysical Year team. An Explorer Scout from Buffalo, N.Y., Dick had just graduated from high school when he left for the Antarctic after three months' briefing from Washington scientists, including Dr. Paul Siple, the U.S. polar base commander who years ago had been Dick's predecessor as a polar scout with Byrd. Although Dick was one of the youngest men at Little America, he found his youth no handicap—except for a razzing he got over the thinness of his beard.

"My scout training had taught me to improvise and never to panic. This sure came in handy. Once I was branding seals with three Navy men in an isolated canyon. The snow began to blow and we knew our transport helicopter wouldn't spot us. We weren't afraid. We roped together, built a snow hut and conserved our food until we were found late that evening." In his 14 months in Antarctica, Dick visited most of the U.S. outposts. He also helped cook at Camp Michigan, played the organ at the U.S. chapel and, as a scientific assistant, helped measure ice cores and photograph auroras. Dick, who hopes to become an engineer or physicist, is now back in the U.S., planning to enter Princeton next fall on a Navy scholarship.

CONTINUED

Copyrighted material



Jantzen®

top fashion: the soft touch

behold perfect examples of the new fashion feeling, swim suits that achieve total allure without clinch or clutch.
Fabric is Rosenstein elasticized boucle, has the texture of elegance... colors are straight from Paris.
Left, "depth charge"... right, "draw drape", each 19.95... matching fabric swim cap, water-proofed, 5.98

Jantzen Inc · Portland 8 · Oregon

NO OTHER SWIM SUIT SHAPES YOU AS BEAUTIFULLY AS A JANTZEN

Copyrighted material

Cops and robbers
Now see eye to eye
Variety Pack
Is the reason why.



settles all differences

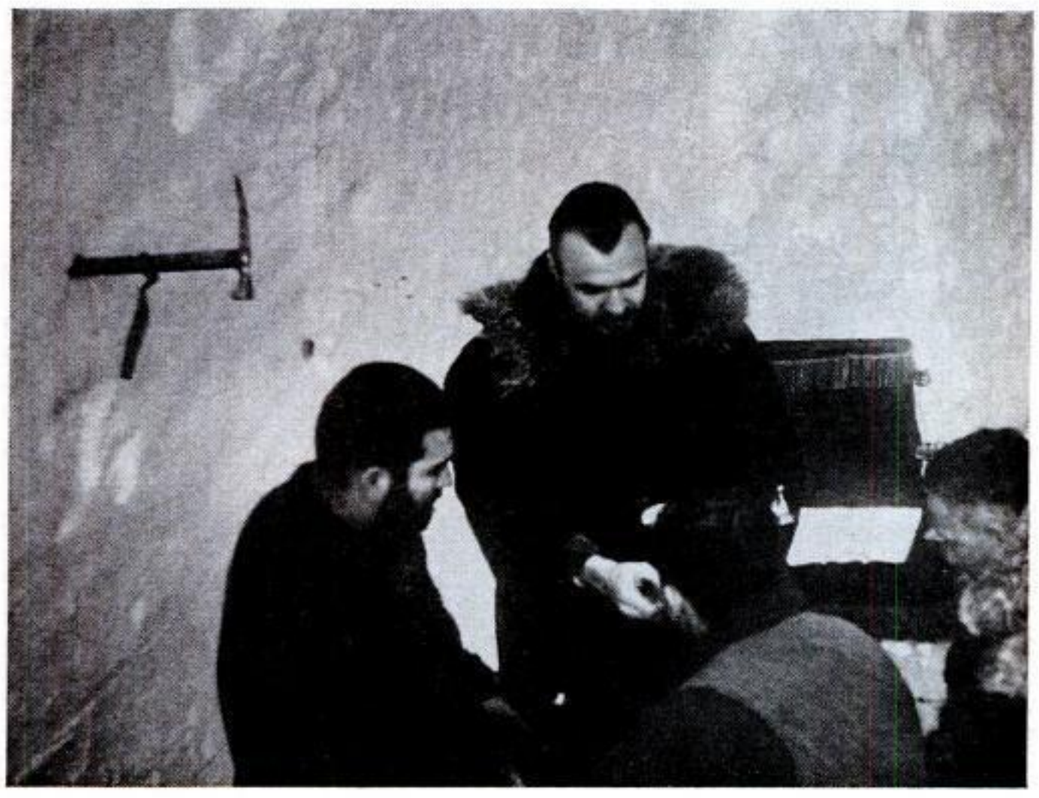
. . . the choose-it-yourself breakfast

FRESH FROM KELLOGG'S OF BATTLE CREEK

"Variety" is a trademark of Kellogg Company (Reg. U. S. Pat. Off.) © 1958 by Kellogg Company

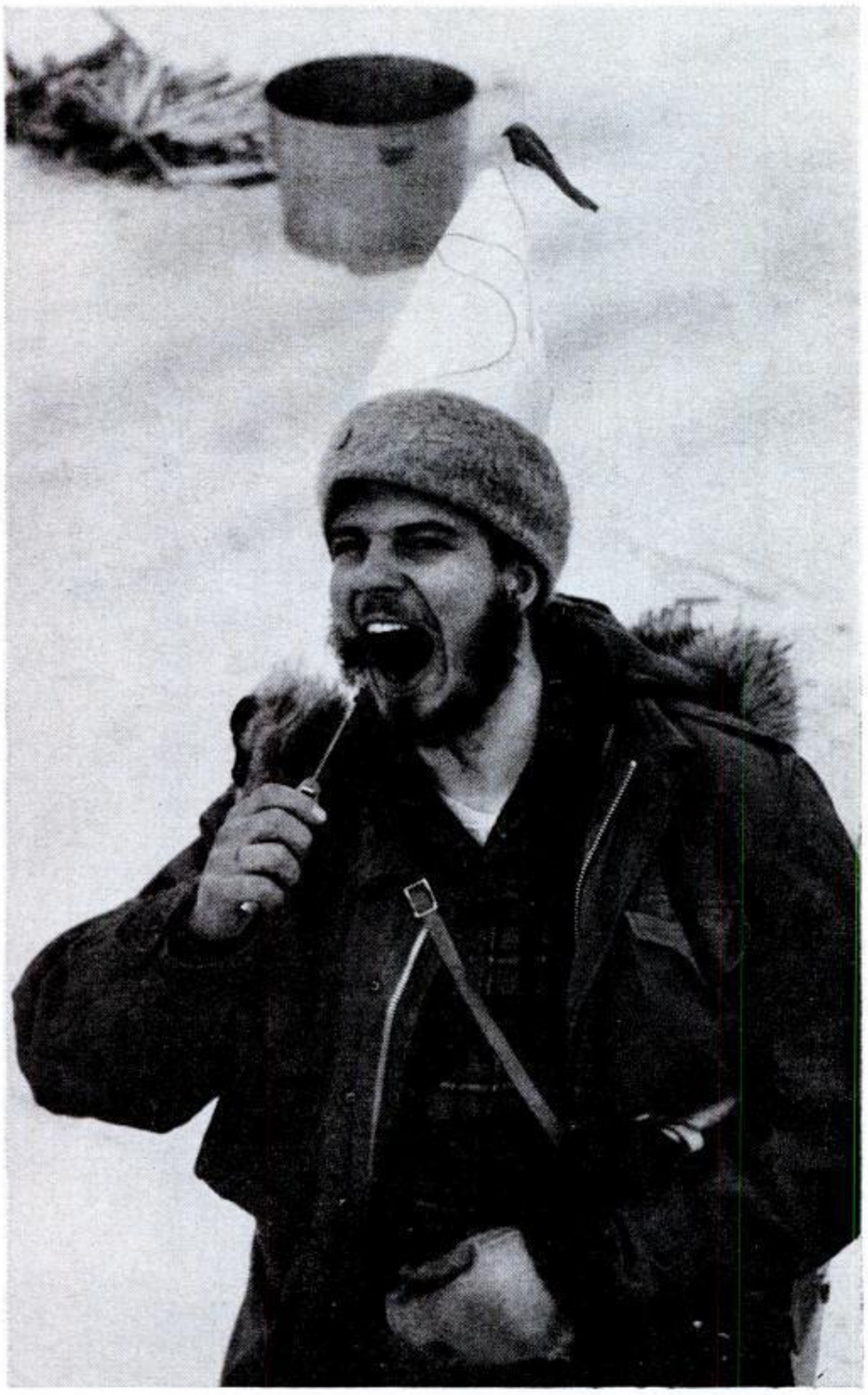
Copyrighted material

ANTARCTIC SCOUT CONTINUED



CHRISTMAS Communion in crevasse near U.S. Camp Michigan is offered to glaciologists by Chaplain John Zoller.

"This vaulted crevasse, with ice formations that looked like stone sculptures and had a bluish glow like stained glass, reminded me of a magnificent Gothic church."



AT NEW YEAR'S EVE party Chappell eats barbecue with knife by light of midnight sun. Hat was made from old weather map.

"To celebrate the New Year we roasted seal over a fire in an empty oil drum, shot off dynamite and flares and played baseball, sliding bases in the snow."

CONTINUED

AMERICA'S LARGEST SELLING BRANDY



THE GREAT BRANDY OF

The Christian Brothers

of California

84 PROOF • Fromm and Sichel, Inc., sole distributors, New York, N. Y., Chicago, Ill., San Francisco, Calif.

"WHAT A REVELATION AND A JOY THE LISTENER IS!"



"If people only knew what a revelation and a joy The Listener is, they would not for a moment hesitate to wear one. I just didn't realize a hearing aid could be as good as this!"

Eleanor Roosevelt

says

Mrs. Eleanor Roosevelt

about this amazing new

HEARING INVENTION

Greatest step forward of the century! Twenty-five years to perfect . . . two seconds to put on . . . makes other type hearing aids obsolete. The Otarion Listener — the hearing aid worn and recommended by more prominent people than any other—was made possible by super-power transistors developed by Bell Telephone Labs.

The new L-60 Listener with exclusive R circuitry is so versatile it adequately meets the needs of 93% of those who can be helped with a hearing aid . . . yet costs no more than ordinary aids. And it is so ingeniously designed that people may look at you and not realize you're wearing a hearing aid unless you tell them.

Hear clearly in Church, theatres, and the movies. For complete story, send the coupon.

Otarion Listener CORPORATION

Serving the hard of hearing since the 1930's.

FREE



Leland Rosemond, President
Otarion Listener Corporation, Ossining 20, New York
Without obligation, please send free copy of illustrated booklet (in plain wrapper).

Name

Street

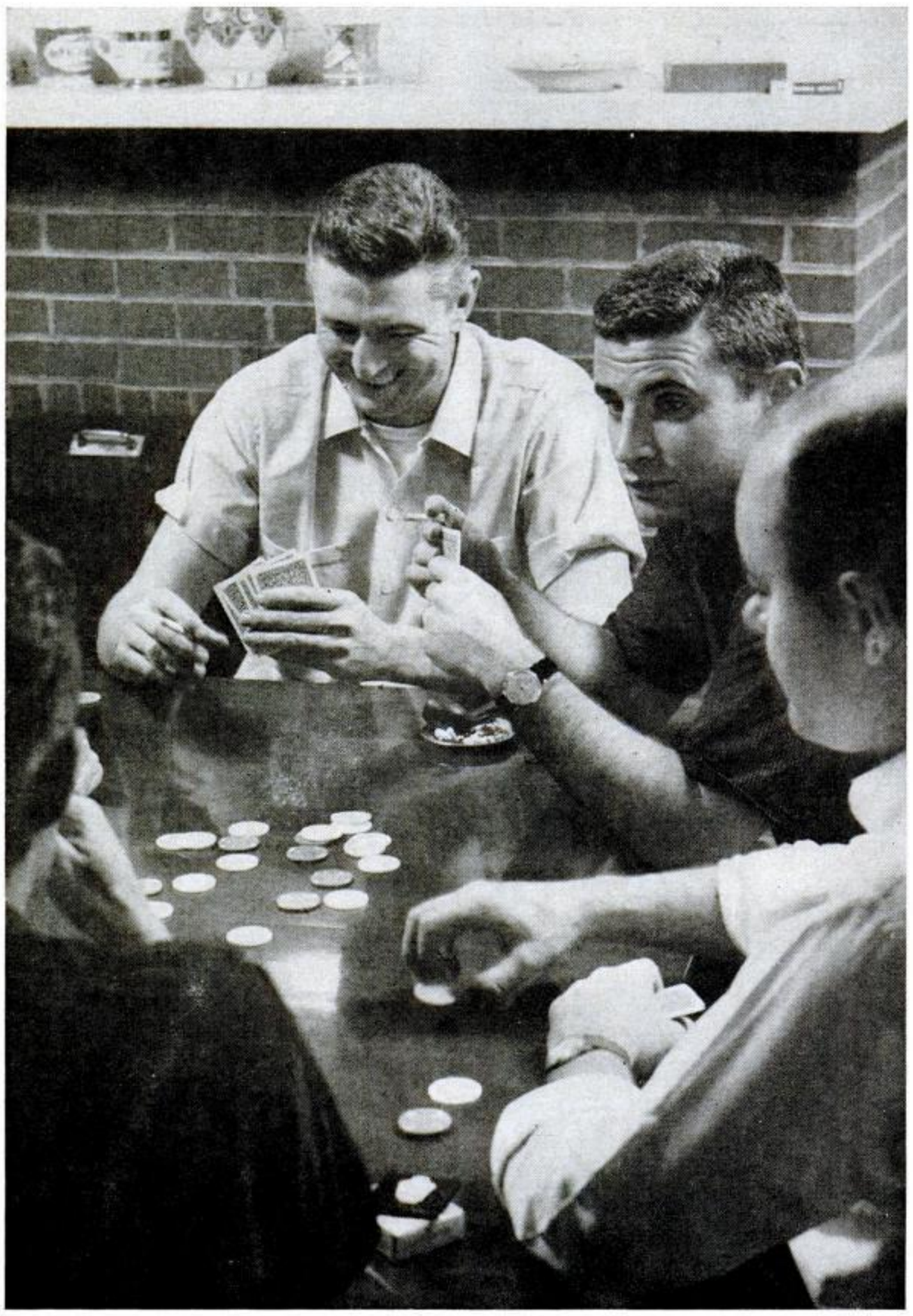
City State

Copyrighted material

FROM NOW ON

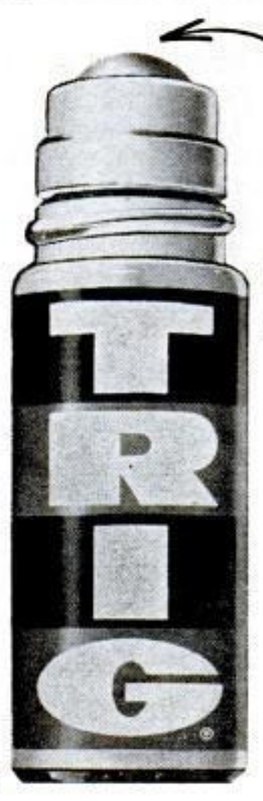
WOMEN SAY "DEODORANT"

MEN SAY TRIG®



Now! A man's way to check perspiration odor — no mess, no trickle, no crumbling!

Mister, don't miss this one. It's for *men*—the scent, the color, the works. Trig rolls on, quick and easy. Trig goes straight to work—underarm hair can't block it. Trig works a full 24 hours. Remember this: Women say "deodorant"... *men* say Trig.



It's on the ball

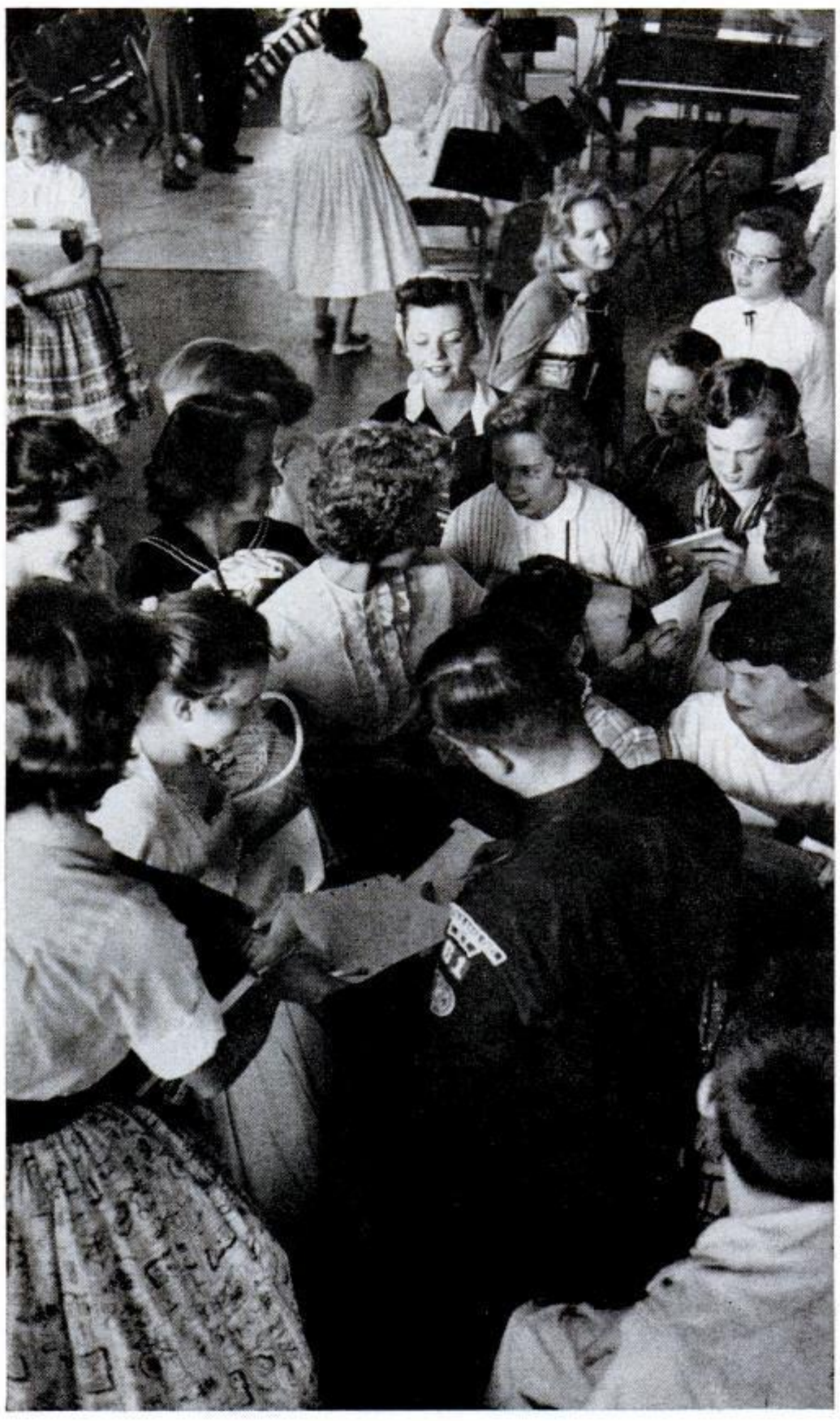
ANOTHER FINE PRODUCT OF BRISTOL-MYERS

ANTARCTIC SCOUT CONTINUED



SOVIET BASE at Mirny is visited by Chappell, who meets Russian scientists and newsman from Communist youth paper.

"I was wearing most of my scout medals. One of the top Russians asked if I were an American general. He was quite embarrassed when I told him I was only a scout."



BACK IN U.S. on lecture tour, Chappell is surrounded by autograph-seekers after speaking at an Atlanta high school.

"I'm still not used to all this attention. Some of these girls called me 'Mr. Chappell,' but I corrected that, and fast—after all, I'll be dating girls their age when I get to college."

Copyrighted material

Now—Schick Powershave leads a double life!



REVOLUTIONARY NEW SCHICK auto/home POWERSHAVE

No more stubble trouble, anywhere! At home or on the go, here's the new kind of shaver for a new kind of shave – deep down where your beard begins.

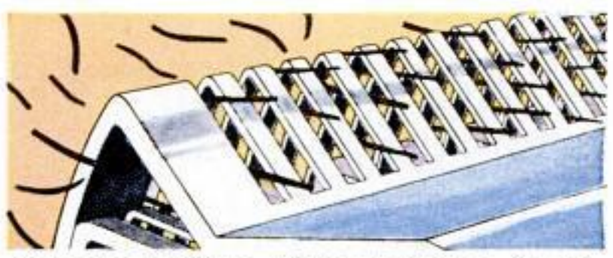
Schick's exciting new AUTO/HOME POWERSHAVE has two cords – one for home or office – one that plugs into the cigarette lighter of your car. You get fast, clean, close shaves from battery power or standard wall outlet, alike.

Now, wherever you are, you're only a cord's length away from a perfect shave.

Try it! The world's newest shaver with all the exclusive features that have made SCHICK POWERSHAVE famous. *Makes a wonderful gift for Father's Day or Graduation.* Most stores offer a 14-day Free Home Trial.



New Full-Contact Head. Now twice as big. Designed to hug all curves of your face – flats, rounds, hollows. Shaves you *faster.*



Exclusive Built-in Whisker Guides. Gently press skin down, pop whiskers out, shave you closer, *deep down where your beard begins.*



SCHICK *—first in electric shaving*

© 1958, SCHICK INCORPORATED; LANCASTER, PA.

Copyrighted material

For sparkling pictures big as life

"Turn on" your happiest moments...

Imagine brilliant, lifelike color pictures so big you almost feel you can step into them!

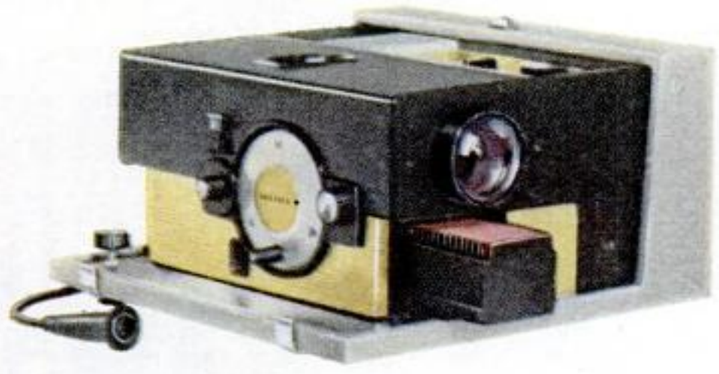
They're yours — with Kodak 35mm color slides. Yours to enjoy three ways:

1. **Project them** ten times the size of this page!
2. **View them** in a pocket-size hand viewer, and still they sparkle!
3. **Have prints made** — beautiful color enlargements, from wallet-size up to 8 x 10.

It's surprisingly simple to advance to 35mm photography. These new Kodak cameras give you pictures you'll be proud of—from the very start. Why not start this week end?



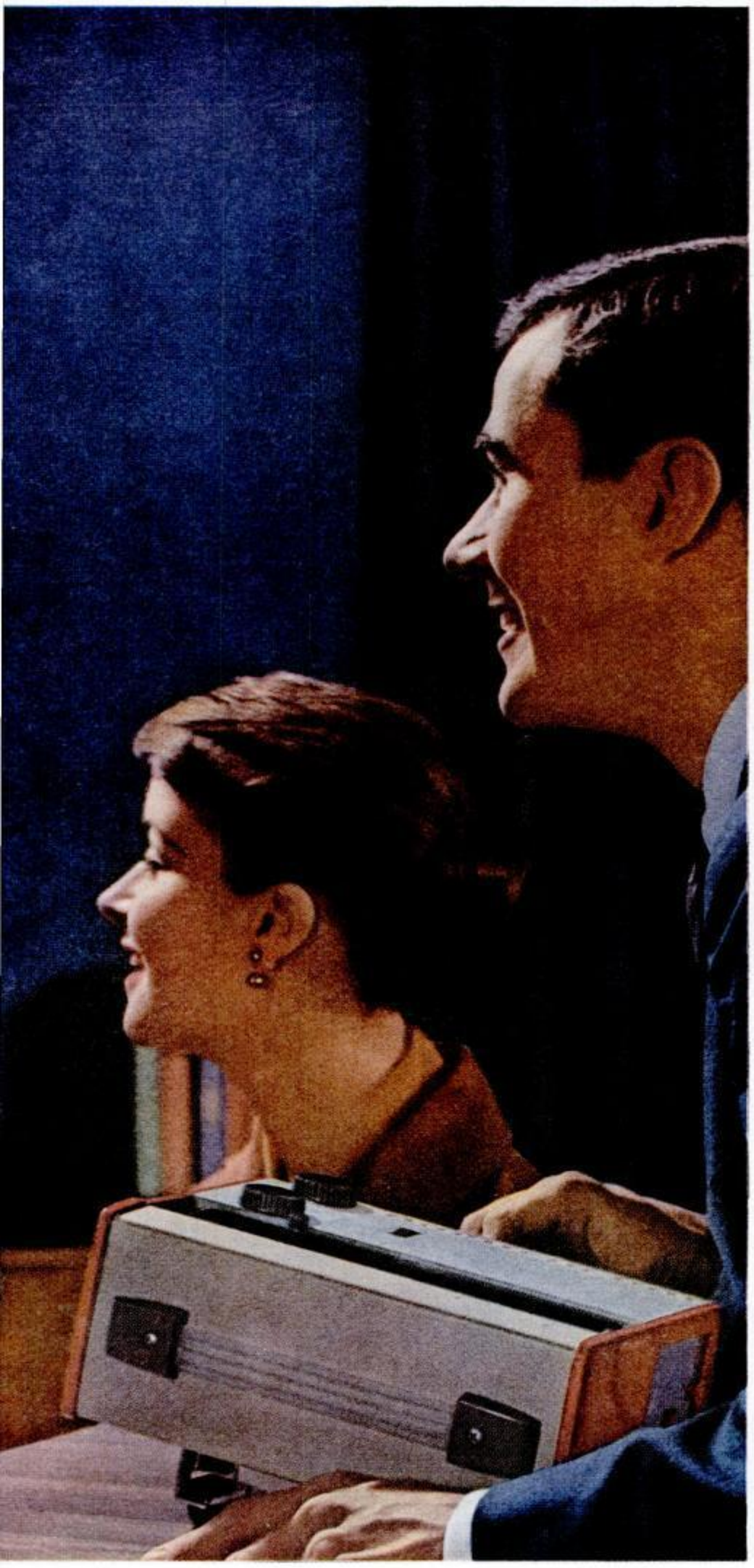
NEW! Kodak 300 Projector. Shows slides *big and bright!* Has exclusive new Kodak Readymatic Changer. $64.50 (with magazine changer, $74.50). New 500-watt model with Readymatic, $74.50 (with magazine changer, $84.50). Or 10% down.



NEW! Kodak Cavalcade Projector. You turn it on . . . it does the rest. Changes slides all by itself, while you enjoy the show. Dependable action because each slide is in a metal sheath. Won't pop out of focus. Remote control. $149.50 or $14.95 down.

Copyrighted material

...Kodak 35mm color slides!





Get gorgeous color slides your first try! New Kodak Signet 50 Camera has light meter built in...$82.50

You're sure to be a better photographer with this great new 35mm camera.

Its built-in photoelectric meter measures the light, tells the settings to use. Ultra-fast *f*/2.8 lens is made with famous Kodak rare-element glass, for sharpest detail with all color films. Lens and shutter are marked for convenient Exposure Value settings. Film advances by fast-action single-stroke thumb lever—no knob to wind.

Ask your photo dealer for a demonstration. With flasholder and two reflectors, only $82.50, or as little as $8.50 down. (Signet 30, without meter or flash equipment, $55.) *Prices are list, include Federal Tax and are subject to change without notice.*

Gift hunting? Give the bride or graduate a magnificent 35mm camera by Kodak.



NEW! Kodak Pony II Camera. Easiest way to advance to Kodak 35mm color slides! Fast loading; two simplified settings to make. Precision-made . . . and looks it. $26.75 or $3 down.



NEW! Kodak Pony IV Camera. Has all the simplified features of the Pony II—plus a fine, fast *f*/3.5 Kodak Anastar Lens, and shutter speeds to 1/250 second. $39.95 or $4 down.



NEW! Kodak Retina Reflex Camera. A photographic masterpiece. View and focus through-the-lens at wide-open brilliance. Exposure meter, rangefinder, *f*/2 lens. $215 or $22 down.

Color slides cost only pennies more than black-and-whites—with world-famous Kodachrome Film or fast Ektachrome Film. Processed through your dealer.

Kodachrome processing by Kodak saves time when you travel or vacation. Ask your dealer for Kodak Processing Mailing Labels before you leave. You mail film direct to Kodak, and it's returned to your dealer.

See Kodak's great TV shows—"The Ed Sullivan Show" and "The Adventures of Ozzie and Harriet."

EASTMAN KODAK COMPANY, Rochester 4, N.Y.

Kodak
—a trademark since 1888

Copyrighted material



STAR BROTHER ACT IN ART

Two Italian artists, Afro and Mirko, make hit teaching in U.S. colleges

During the past six months two Italian brothers named Basaldella have become a stimulating part of American art education. Afro, a painter, teaches at Mills College in California. Mirko, a sculptor, teaches at Harvard. Until recently the brothers, whose unusual first names are traditional ones in their native province of Udine, lived in Rome, working full time on the imaginative abstract images which have won them top prizes. Then, almost simultaneously, each was invited to teach in the U.S. Enthusiastic about "participating in America," Afro and Mirko accepted.

At Harvard, Mirko, who is 47, is director of the Design Workshop, teaching drawing and three-dimensional design to 80 students. At Mills, Afro, who is 46, is artist-in-residence, teaching landscape and figure painting to 50 girls. In between classes they concentrate on their own art. Since December, Mirko has produced 20 sculptures and Afro has completed a huge mural. These accomplishments, along with their talents as teachers, have won the brothers a big student following. "It's been something for us," said one Harvard man, "to see a great artist at work."

Copyrighted material

AFRO At Mills, the painting brother —who, like Mirko, is known only by his first name—works in a gigantic studio. On easel is large sketch for mural commissioned for the UNESCO building in Paris. The mural itself, 10 by 23 feet, is in background. When not teaching, Afro works in studio 10 hours a day, relaxes by firing air pistol (*foreground*) at empty paint can.

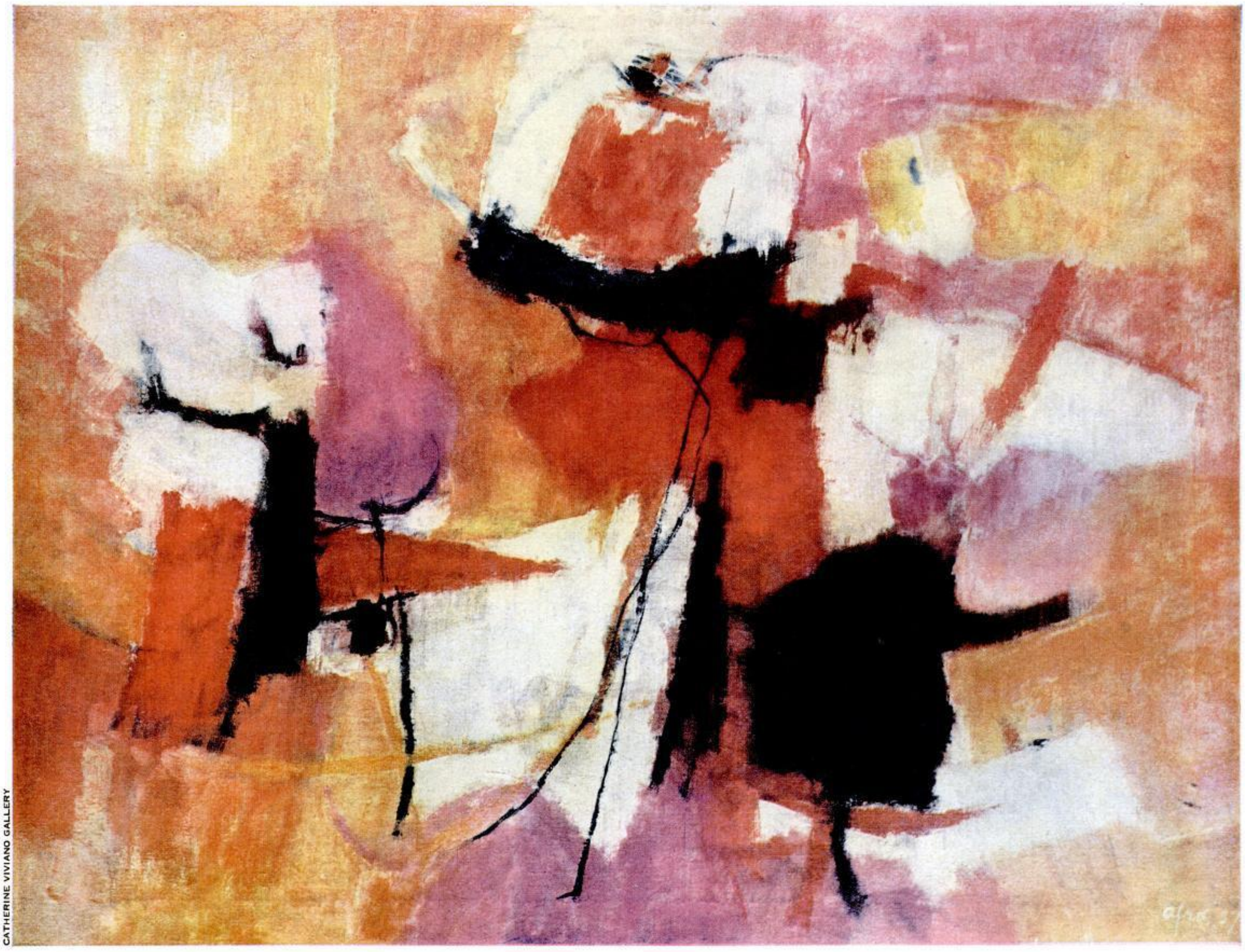
MIRKO At Harvard, the sculpting brother works in a studio above classrooms of Design Workshop. Because he teaches four afternoons a week, he devotes mornings to cutting, hammering and piecing together sheets of copper and wire mesh into intricate forms that suggest ancient idols. Here he coats a sculpture called *The Virgin* with chemical to turn copper green.

Copyrighted material



MIRKO'S SCULPTURE, *Roaring Lion*, typifies the chimera-like images which have made the sculptor famous. Done in Rome two years ago, the Lion, with feet entwined by a serpent, presents nightmarish effect while at the same time appearing decorative because of patterns on its body.

AFRO'S PAINTING called *La Candelora* epitomizes his atmospheric and ambiguous abstract style. Completed last year in Rome, it was inspired by the painter's memories of the warm, pulsating glow of burning candles and quiet movement of people in church on Candlemas Day.



CATHERINE VIVIANO GALLERY

Copyrighted material

SOME COFFEETIME TIPS ON TECHNIQUES FROM MIRKO . . .





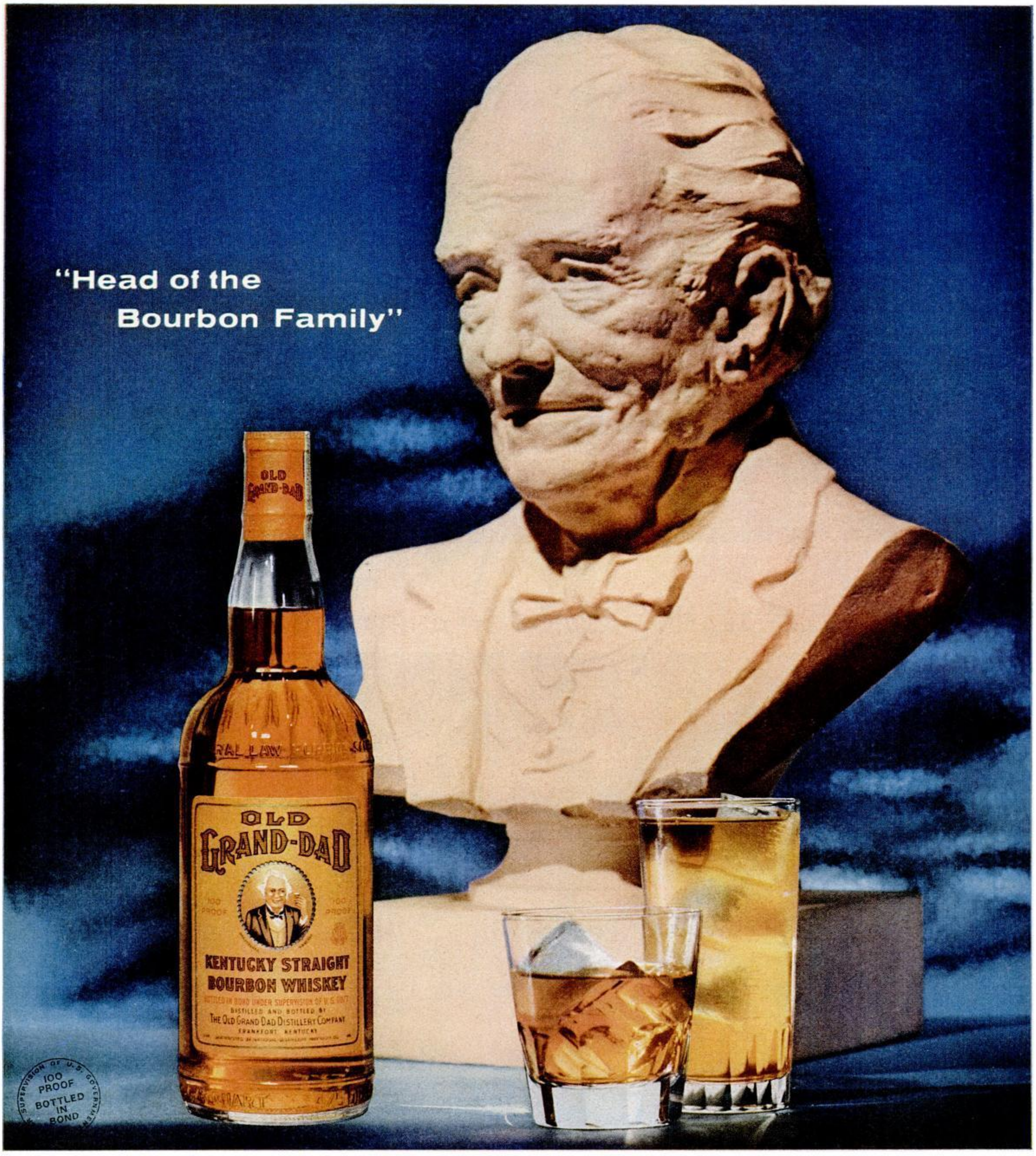
WITH HARVARD STUDENTS Mirko gives instruction both in and out of class. At left during a coffee break, the sculptor explains how to make a free-form sculpture mold by pouring plaster into paper. At right in a classroom, he suggests a method for translating a student's paper structure on desk into plaster.

. . . SOME TEATIME ADVICE ON ABSTRACTION FROM AFRO



WITH MILLS STUDENTS Afro takes time out for tea in patio. He enjoys teaching because "several girls have talent, and besides, they are pretty." Though he is an abstractionist, he makes students paint what they see. "Young people," he says, "they have to learn the grammar of painting before they can speak."

Copyrighted material



Makes the first impression last !

Since first impressions are so important with new friends, you will be wise to serve them Old Grand-Dad. This finest of all bourbons marks you as a host of good taste, judgment, and generosity—most important steps on the road to lasting friendships.

KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND

THE OLD GRAND-DAD DISTILLERY CO., FRANKFORT, KY. • DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS CO.

OLD GRAND DAD

Copyrighted material

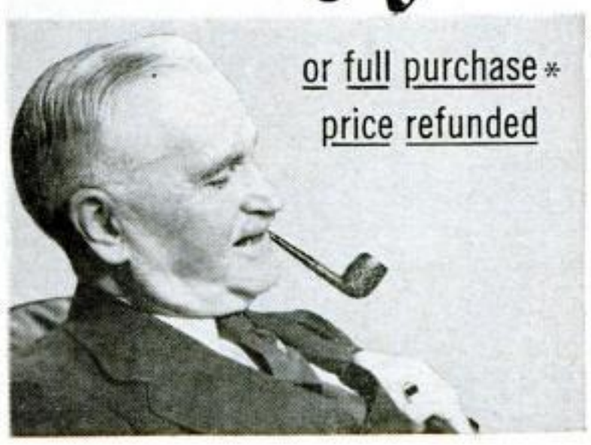


PERPLEXED PROFESSOR, Afro looks on skeptically as Mills student explains how she mixes colors. His English is limited but, say students, "he expresses so much with his face. If he says 'Bene,' that is the crowning glory."

CONTINUED

We Guarantee

Dad will love this gift



IT's Medico's new Guardsman Filter Pipe. Five new features give full protection and enjoyment. Win converts to the pleasures of a pipe. Earn high praise from veteran pipe smokers.

New construction makes it the best smoke ever! Greatest feature of all is Medico's changeable filter. When this turns brown, it's thrown away with nicotine, tars, juices, flakes trapped inside.



Give your Dad a Guardsman!

*If after smoking Guardsman for 14 days he's willing to part with it, he can send it back to Medico for full purchase price. Money-back guarantee certificate with every pipe – at your dealer's.



$2.95 Genuine imported briar. Box of 10 filters included.

Other Medicos $1.50 to $30

MEDICO

Guardsman FILTER PIPE

MEDICO PIPES INC., NEW YORK 22, N. Y.

Copyrighted material



This Father's Day...give your hero the gift he wants!

Fact is, ma'am, no man **ever** has enough underwear! So why not rush down to your Fruit of the Loom dealer . . . get Dad the underwear he knows best, needs **now.** Only Fruit of the Loom offers: Sanforized high-count cotton broadcloth • reinforced at stress points • lasting fit through countless washings • sensibly priced • unconditionally guaranteed • and he'll enjoy the rich new Dad's Day patterns.



49¢ 69¢

Men's Athletic Shirts 49c, 3 for $1.45

Men's Sanforized Shorts, Tee Shirts, Briefs, 3 for $2.05

MORE MEN AND BOYS WEAR

FRUIT OF THE LOOM®

UNDERWEAR THAN ANY OTHER BRAND!

EMPIRE STATE BUILDING, NEW YORK 1, NEW YORK



STARTLING STARE dominates bronze sculpture by Mirko. It is one of group made in 1956 whose bizarre features and ornament suggest primitive gods.

Copyrighted material



Duco® Enamel Shell Pink

Duco Enamel Gold

Custom Color No. 1006

Look under "Paint" in the Classified Telephone Directory for your nearest Du Pont Paint Dealer

If you're painting something new, or renewing something old . . .

the beauty lasts when you paint with the finest . . . DU PONT REG. U. S. PAT. OFF. ***paints***

Better Things for Better Living . . . *through Chemistry*

Copyrighted material



Look for this nearby Goodyear dealer sign for better tire values . . . better tire care . . . convenient credit terms.

Now from Goodyear. . .

No more

NEW CAPTIVE-AIR STEEL-CORD SAFETY SHIELD

Watch "Goodyear Theater" on TV—every other Monday, 9:30 P.M., E.D.T.

GOO

MORE PEOPLE RIDE O

Copyrighted material

this new safety principle that can mean:

roadside tire changing!

New Captive-Air Steel-Cord Safety Shield lets you drive . . . *on air* . . . for 100 miles or more in the event of a puncture or blowout!



Designed to end blowout worries! Only the air in the outer chamber escapes in the event of a blowout. Reserve air inside the nylon-and-steel "inner spare" supports your car safely!



Designed to end puncture worries! This new Captive-Air Steel-Cord Safety Shield acts like a suit of armor—actually bends nails! You drive safely on . . . on air.

Now *you* pick the place for repairs—not your tires! Goodyear's new Captive-Air Steel-Cord Safety Shield is actually an inner spare. It is so strong—so safe—that it fully supports the car in the event of a puncture or blowout.

This nylon-and-steel built-in spare lets you drive 100 miles or more, if necessary, to a service station.

Proved in 3 million miles of driving. Taxi fleets equipped with this revolutionary new safety principle drove 3 million miles with only 4 roadside delays. That's only *one* tire change for the equivalent of 30 trips around the world.

The Captive-Air Steel-Cord Safety Shield fits two great Goodyear tires—the new Double Eagle and the new Nylon Custom Super-Cushion.

Both are made with triple-tempered 3-T Nylon Cord (a Goodyear exclusive) to give you a rugged *first line* of defense against all road hazards.

Goodyear tires with this incredibly safe tire-within-a-tire principle are now original equipment on some of America's finest automobiles. Aren't they the tires for your car—especially if your wife or children drive?

They're at your Goodyear dealer's now. Liberal allowance for your present tires. Goodyear, Akron 16, Ohio.

THE BLUE CIRCLE OF SAFETY means that these tires can be equipped with the new Captive-Air Steel-Cord Safety Shield at moderate extra cost.

3-T NYLON DOUBLE EAGLE



3-T NYLON CUSTOM SUPER-CUSHION

Goodyear gives you a spare where you need it—in the tire that's on the road!

GOODYEAR

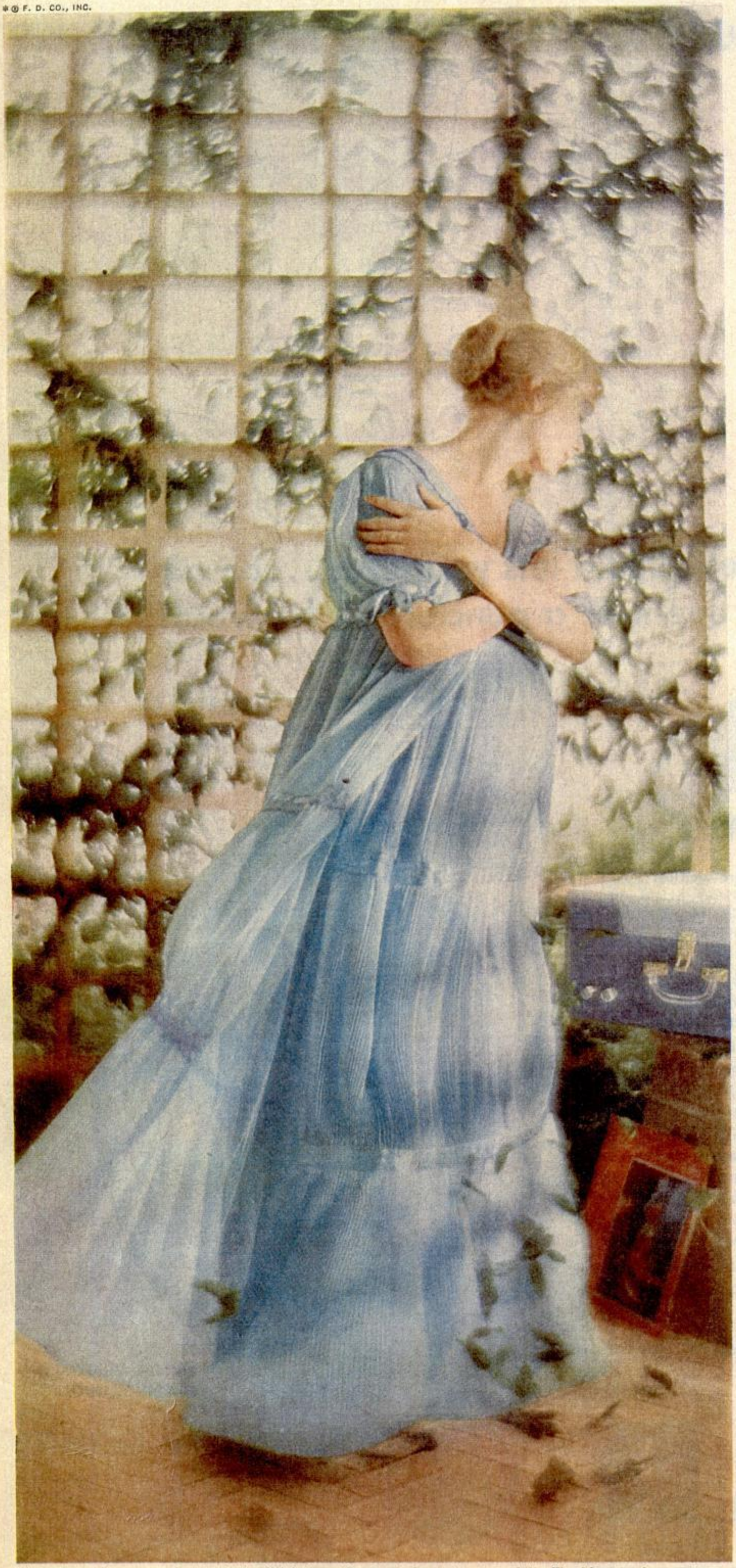
60th GOODYEAR ANNIVERSARY

GOODYEAR TIRES THAN ON ANY OTHER KIND!

Captive-Air, Double Eagle, Super-Cushion, T.M.'s, The Goodyear Tire & Rubber Company, Akron, Ohio.

Copyrighted material

*© F. D. CO., INC.



Maternity nightgown and peignoir by Sybil Connolly. One of a series created for The Mennen Company.

To Every Lady-in-Waiting*

You can protect baby's skin as nature does at birth with our exclusive-formula Baby Magic

STOPS DIAPER RASH . . . CHAFING . . . CHAPPING Cover your baby's skin from head to toe with Mennen Baby Magic to help protect against infection. It actually forms an invisible "bodyguard" that effectively destroys the bacteria that cause diaper rash. Nature protects this way at birth!

Many leading hospitals use Baby Magic the moment nature's protection is washed off! The next time you see your doctor, ask him about protective pink Baby Magic . . . used by more mothers than any other baby lotion.

PREVENTS DIAPER RASH when used regularly. Baby Magic heals diaper rash, too! Checks chafing. Giant size, $1. Squeeze bottle, 60¢.

ANTI-CHAFING POWDER! It's a special anti-chafing formula that actually resists moisture. It clings longer, too! 33¢, 59¢.

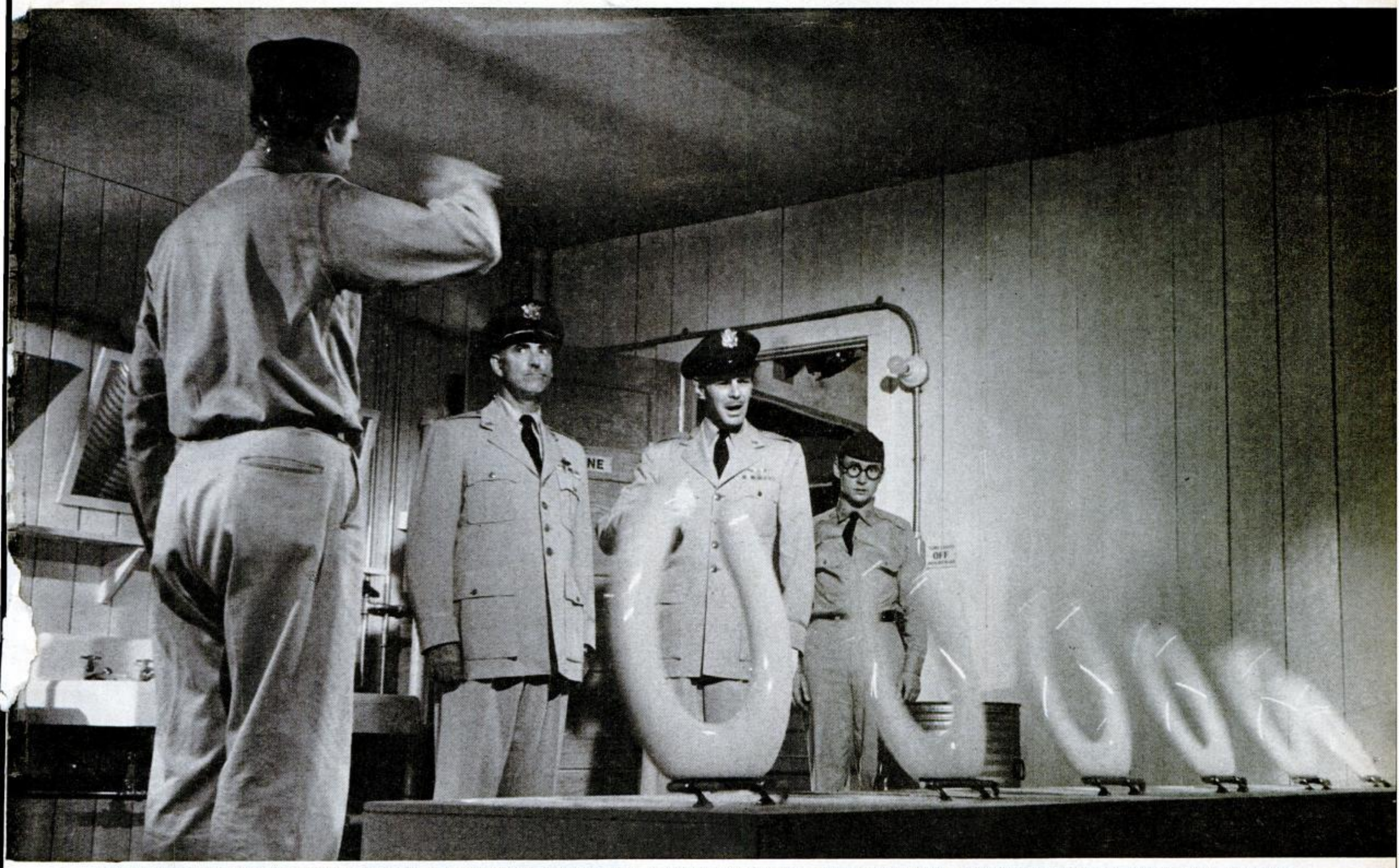


BABY-CLEANSING OIL! Bathe baby with it daily until navel heals. Use regularly to cleanse diaper area without harsh rubbing. 53¢, $1.

ALL PRICES TAX FREE

for babies it's Mennen

Copyrighted material



AS "PLO" (PERMANENT LATRINE ORDERLY) STOCKDALE (LEFT) RIGS ROPES THAT SPRING TOILET SEATS TO ATTENTION FOR THE INSPECTING OFFICERS

Another Time for Sergeants

Ever since an Air Force officer named Mac Hyman wrote his novel about a draftee who really wanted to be drafted, America has been laughing over *No Time for Sergeants*. The story became part of the folk myth that nothing drives the military quite so crazy as a desire to please. The book was 66 weeks on the best-seller lists, then a hit on television and as a Broadway play. Now made into a movie by Mervyn LeRoy for Warner Bros., it is one of the funniest things to come along this year.

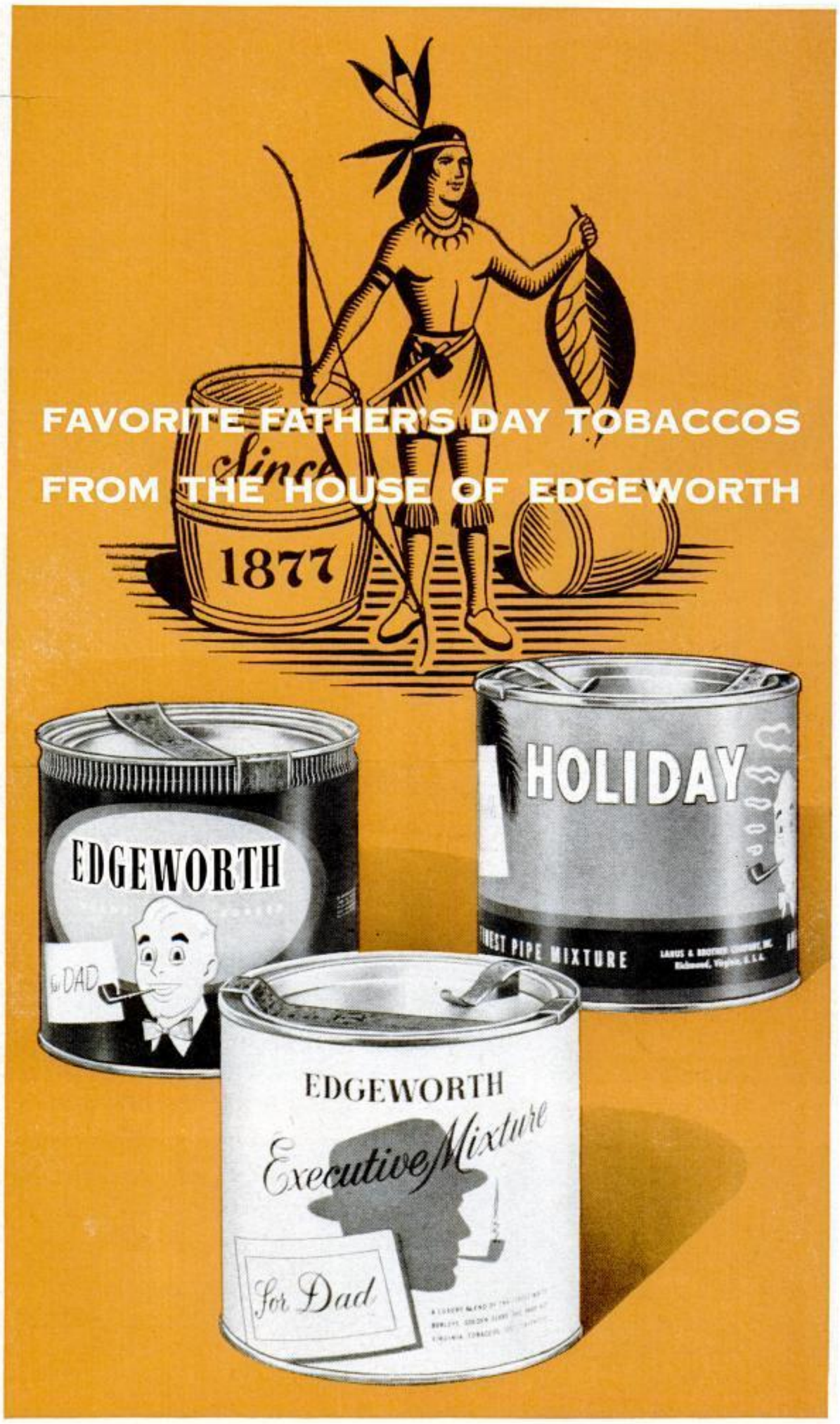
Big and placid Andy Griffith again plays Will Stockdale, the easygoing inductee who regards officers and sergeants as his friends. Myron McCormick is King, the sergeant nearly killed by Stockdale's kindnesses, James Milhollan is the psychiatrist confounded by normality, and Nick Adams, the only principal who was not in the play, is wonderful as an airman with a burning desire to transfer to the infantry. And for the reason shown on the following page, it was a tough film to get finished.



IN A TAPROOM Blanchard (*left*, Murray Hamilton) and Sergeant King (*center*) mix Will highballs of gin, whisky and lighter fluid. He downs them and stays sober. They grow drunk on ordinary drinks.

CONTINUED

Copyrighted material



No finer gifts for *your* dad!

HOLIDAY MIXTURE The "Custom Blend" of irresistible aroma and flavor. Happy marriage of five great tobaccos that custom blending experts agree would cost *five times more* if mixed to order!

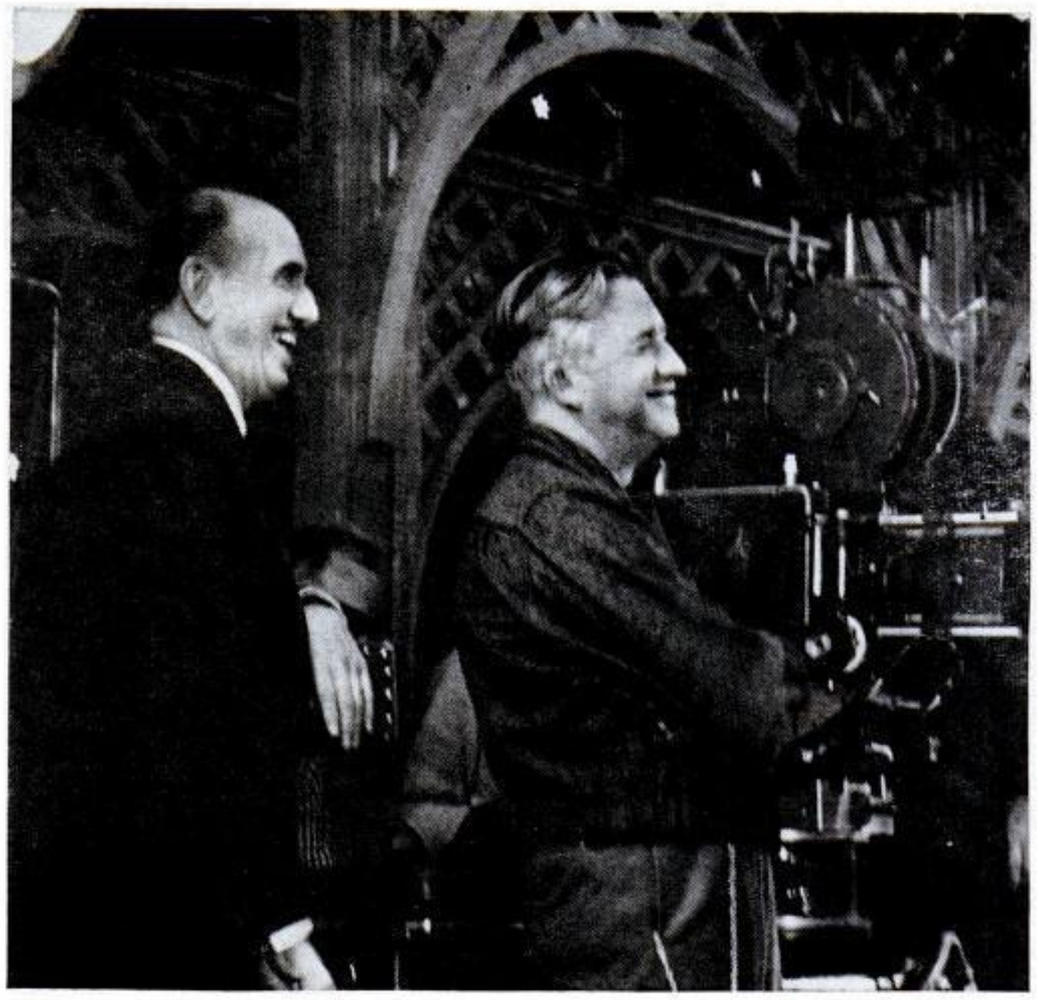
EDGEWORTH Cool-smoking white Burleys . . . famous for over half a century. Edgeworth and only Edgeworth is *ready-rubbed* for perfect, slow-burning, cool-smoking consistency that *never* bites.

Buy Dad a Pipe, Too.



EXECUTIVE MIXTURE The world's most luxurious tobacco. A subtle tribute to the taste of your favorite pipe smoker. Achieves its richly satisfying flavor and aroma with no added aromatics. A *natural* blend of finest White Burleys . . . Golden Flake . . . and rare red Virginia-cut Cavendish. More than worth its extra cost!

LARUS & BROTHER COMPANY, INC. • Richmond, Virginia
Fine Tobacco Products Since 1877







GALES OF GIGGLES slowed work on *Sergeants*. Here Jack Warner (*left*) and Director LeRoy break up watching McCormick as sergeant do his drunk scenes.

Copyrighted material



Copyright 1958 by The Seven-Up Company

enjoy a Seven-Up "Float"

7-UP and ICE CREAM ...get 'em together like this!

1 Drop a scoop of your favorite flavor ice cream into a tall glass. (Or try sherbet instead—it's wonderful, too!)

2 Then just tilt the glass, and pour chilled, sparkling 7-Up gently down the side. A 7-Up "Float" even looks delicious!

3 Sip to your heart's content! See what the fresh, clean taste of 7-Up does for ice cream! Tip: Have plenty of 7-Up on hand—for "Floats" and regular thirst-quenching, too!

Copyrighted material



She Shall Wear Sacks by the Seashore

BUT SNUG KNITS, BIKINIS ARE ALSO IN SIGHT

Having fought and lost the battle of the chemise on the streets and in the fields of suburbia, American males this summer will have to face the fashion on the beaches. The chemise is now shaping bathing suits, play-suits and above-the-knee beach dresses. Some designers have even gone the straight shift one better and have come up with some voluminously puffed playsuits that make it hard to tell a girl from a beach ball.

But there will also be suits at the opposite extreme. Figure revealing knit suits, which were introduced in high fashion circles a few years ago, are now turning up in quantity. The bikini, which has never really caught on in the U.S., may have more success with bashful beachgoers this year because it is often sold with cover-up chemise playsuits (*left*) to be worn out of the water.

Along with new silhouettes have come new accessories. Last year's popular gondolier hat is being replaced by hair-hiding turbans which sometimes have earrings attached. Bathing caps are velvety with over-sized clip-on jewels. Oddest of all are brightly colored straw wigs and pony tails that are useless in water but are sure to cause a sensation on shore.





BEACH EXTREMES are concealing chemise dress (*left*, John Weitz, $13), bare bikini (*center*) to be worn with a cover-up shift (*right*, Tina Leser, $34).

JEWELED CAP has a waterproof "ruby" on forehead (U.S. Rubber, $6) and is worn with a Lastex suit which has a sweater-style collar (Jantzen, $23).

Photographed for LIFE by GORDON PARKS

CONTINUED

Copyrighted material



FIGURE HUGGING, knitted suits have cut-out sides (*left*, $25), rows of buttons (*center*, $25), and jumper back ($30, all Rudi Gernreich). They are worn with raffia wigs and pin-on braid (Fleischer, $25, $3).

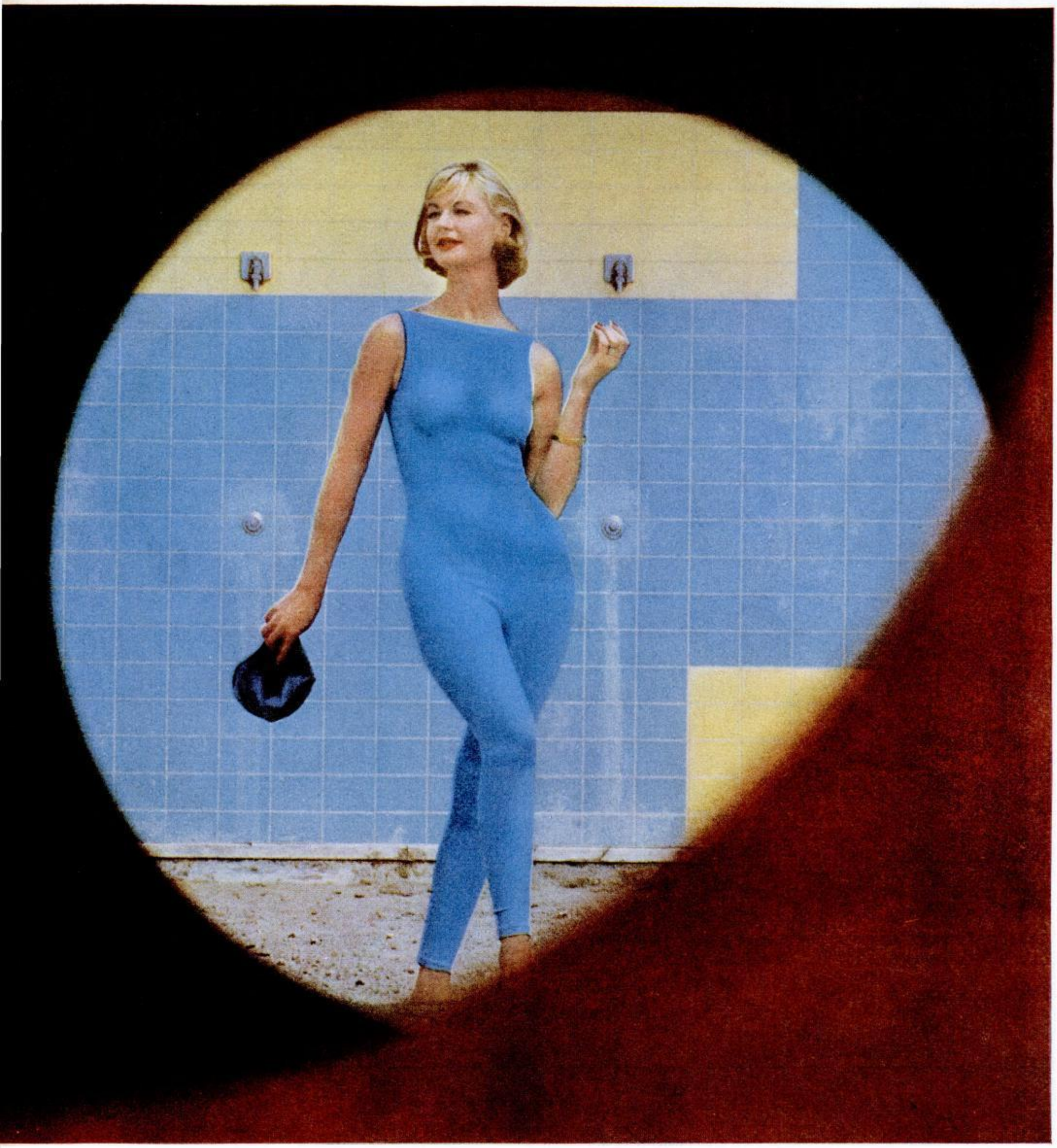
BALLOON SHAPED, playsuits hide figure but set off good legs. At left is a Claire McCardell ($28). In suit at right (Loomtogs, $15), the beach ball illusion is made complete by use of segmented colors.

LOOSE FITTING, chemise suit has high neck and is unshaped through middle (Claire McCardell, $30). Matching high turban with hoop earrings attached is not intended for swimming (Emme, $10).

CONTINUED

Copyrighted material

SACKS BY SEASHORE CONTINUED



SKIN DIVING SUIT in tight-fitting stretch cotton is really made for deep sea divers to keep them warm at work. But it is also sold as a dramatic outfit (Polly Hornburg, $20) for lounging on the beach or on a patio. It can, if desired, be dressed up with a bright scarf at the waist. It is not for the faint-hearted, or for those with a less than perfect figure.

ANIMAL PRINTS, available in new spots and stripes, are partly hidden by their protective color and pattern in the branches of a giant sycamore tree in Malibu, Calif. Playsuit in giraffe print is by Donald Brooks ($35). Bathing suit in leopard has matching skirt (Tina Leser, $40). Tiger stripes are used in a chemise playsuit (B. H. Wragge, $40).

Copyrighted material



Father's Day—June 15



After Shave Lotion
1.00 and **1.75**

Body Talcum **1.00**

Pre-Electric Shave Lotion
1.00

Smooth Shave, Regular or
New Mentholated **1.00**

New! Travel Set, in Plastic Containers **2.25**
After Shave Lotion and Stick Deodorant.

Give Dad *Old Spice*

THE FINEST GROOMING AIDS A MAN CAN OWN

SHULTON



"The Captain's Box" **5.00**
After Shave Lotion,
After Shave Talcum, Men's Cologne,
Spray Deodorant, Hair Groom Tonic.

Prices Plus Tax, except on Smooth Shave and Pre-Electric Shave Lotion.
Also available in Canada

Copyrighted material



NOELLE ADAM MIMICS THE STRUT OF A PEACOCK IN THE PHILADELPHIA ZOO. SAID SHE, "HE IS PROUD AND PRETTY TO LOOK AT, BUT NOT SYMPATHETIC"

La Belle Mademoiselle Noelle

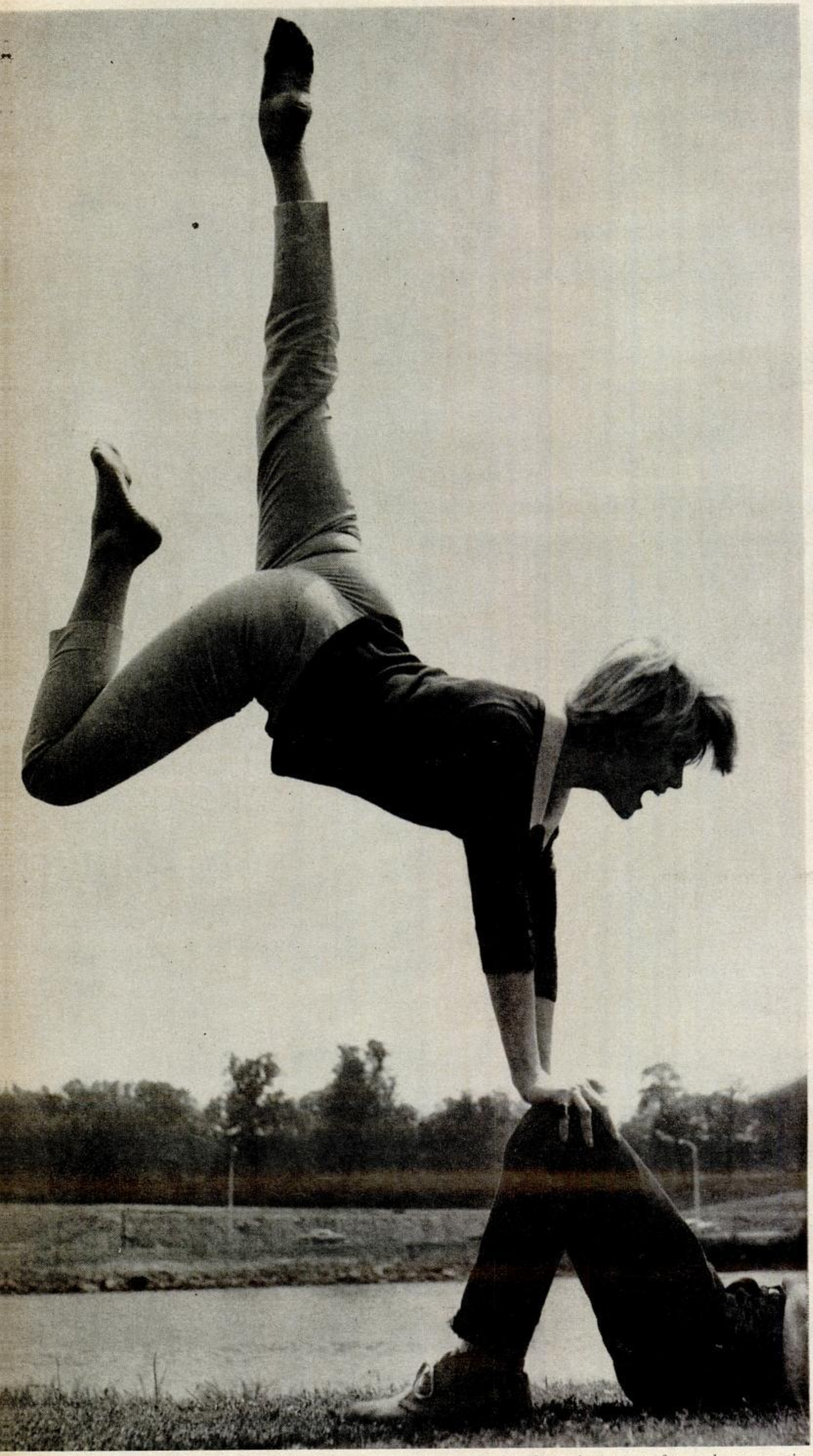
MISS ADAM FROM PARIS DANCES OUT OF A DULL BALLET INTO U.S. MOVIES

Philadelphia critics called her "sex kitten." New York called her "a smoldering replica of Brigitte Bardot." And her new boss Gene Kelly, who signed her up last month to dance in his next three films, says she is "the freshest new personality since Audrey Hepburn." This spring 23-year-old Noelle Adam has been getting her first look at America while dancing in *The Broken Date*, an imported French ballet of questionable taste and unquestionable dullness by Françoise Sagan.

In the ballet Noelle plays a Paris vamp who knocks herself out trying to console a lovesick young man and, unaccountably, does not succeed. This episode, which occurs in a bathroom setting, caused a sensation last winter in Paris and London. It was frowned on in Monaco where Prince Rainier decreed that parts of it be expurgated before Princess Grace could see it. In New York *The Broken Date* was virtually ignored, and closed after 14 performances. But nobody could ignore Noelle, not only because she has two of the prettiest legs ever to dance their way out of Paris, but because the girl herself is full of sprightly charm from top to toe.

CONTINUED 87

Copyrighted material



HANDSOME HAND STAND is performed by Noelle beside the Schuylkill River in Philadelphia, where she took time out for outdoor recreation while appearing in the ballet's pre-Broadway tour.



NIMBLE NOELLE, who did gymnastic dancing in childhood, has easy time with arboreal acrobatics.

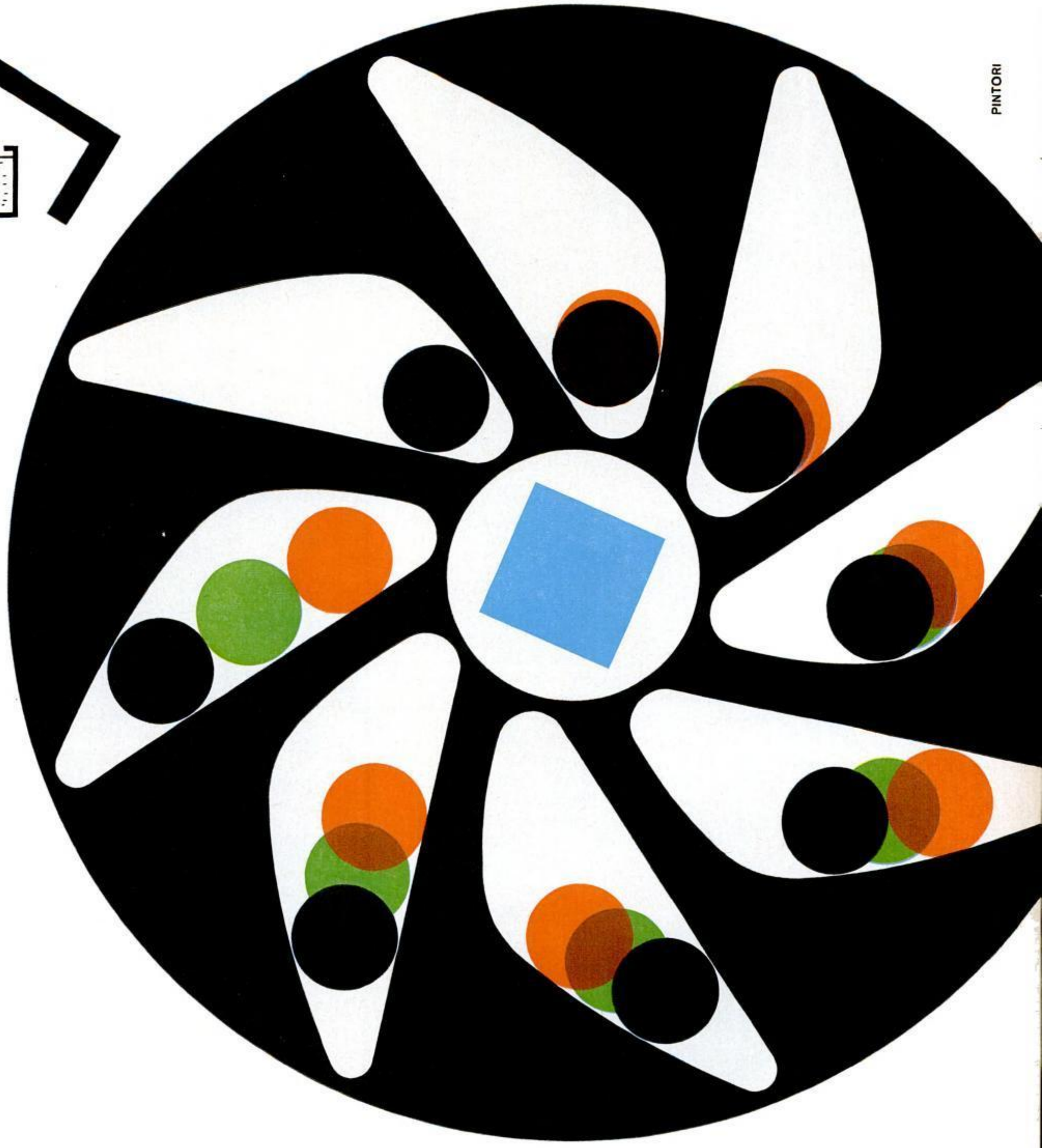


JOINING TEEN-AGERS, Noelle and Dick Clark dance on his daily TV show, *American Bandstand.*

CONTINUED

Copyrighted material



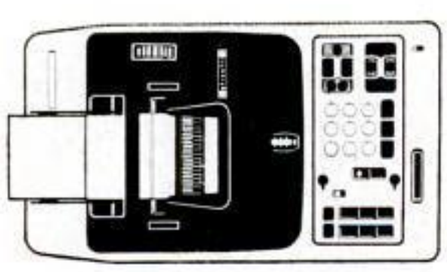


PINTORI

Perpetuum mobile

The diagrams seen above are samples of man's efforts through twenty-odd centuries to achieve perpetual motion. Scorned by science, they nonetheless symbolize a truth: that the human mind, ceaselessly striving for knowledge and progress through research and imagination, is the only true perpetual motion machine.

Olivetti and its machines are products of this striving.



Olivetti printing calculators

have won world-wide favor by their speed, ease of operation and dependability; more than half a million have been sold. They offer many unique advantages (Olivetti made the first fully automatic printing calculator, today makes the only one with two registers).

Among the thirteen adding, calculating and accounting machines now offered by Olivetti, there is usually one that fits a particular job as if made to order. Olivetti also offers electric, standard and portable typewriters and the first proportional-spacing manual typewriter.

olivetti

For information write **Olivetti Corporation of America,** 375 Park Avenue, New York 22, N. Y. Other Olivetti branches in Chicago, Kansas City, San Francisco, Los Angeles.

Copyrighted material

Revere Electric Eye-Matic Camera

Makes home movies fantastically easy!



Just aim and shoot!

Fully automatic!

Sets its own exposure by energy of light!

See exposure change automatically as you shoot!

World's First

"OPTIC-SCALE"

Here is an eye-view through the Revere Electric Eye-Matic camera. At the top of the large "picture window" view-finder is the greatest innovation since movie cameras were perfected. The world's first "OPTIC-SCALE." It enables you to actually see the f/stop scale respond automatically to the miracle of the electric eye while viewing scenes. Permits precise manual control of professional fades and special effects without taking eye away from camera. When red bar appears it's a signal that there is insufficient light for movies. A boon to movie-making—exclusive with Revere!





CA-2 8MM SPOOL TURRET CAMERA

Completely automatic! Takes normal, wide angle and telephoto shots with Wollensak f/1.8 Lens System. Parallax corrected, centers scenes as close as 3 feet. "Optic-Scale" and other exclusive features. Uses low cost drop-in spool film. Only **$169.50**

No focusing! No figuring! No guesswork!

IF you ever doubted your ability to take professional quality home movies—banish the thought! Revere makes home movies fantastically easy!

Now with a Revere Electric Eye-Matic camera all you do is—aim and shoot! All the figuring is done for you automatically. Indoors under artificial light; or outdoors, sweeping from sunlight to shade, the lens iris opens and closes continuously. Like the pupil of your eye. All done by energy of light, without batteries.

Capture action the instant it happens! Color movies come out beautifully! Never a lost scene or a wasted foot of film. Think what economy you enjoy when *all* your movies have the quality you'll be proud to show and cherish.

Ask your Authorized Revere Dealer to demonstrate Revere Electric Eye-Matics. He'll show you how the amazing, exclusive "Optic-Scale" works—and all the other "plus" features that make *better* movies *easier* with Revere.

REVERE CAMERA COMPANY, CHICAGO 16, ILLINOIS, LOS ANGELES 7, CALIFORNIA

Revere

ELECTRIC EYE-MATIC

There is an Automatic Revere Electric Eye-Matic Camera for Everyone—ask Your Dealer for a Demonstration



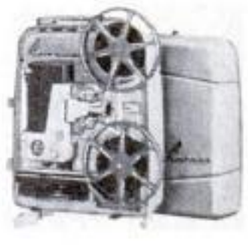
CA-1 8mm Spool Camera
All the automatic features. Uses low cost spool film. With super-fast Wollensak f/1.8 lens, **$139.50**



CA-3 8mm Magazine
With "Heart-Beat" that signals proper advance of film in magazine. Wollensak f/1.8 lens, **$169.50**



CA-4 8mm Magazine Turret
Magazine load and f/1.8 3-lens turret system for normal, wide angle, and telephoto shots, **$199.50**



777 8mm Projector
Companion to Electric Eye-Matic camera. Forward, reverse, 750 watts. 2 reels, case, **$127.50**

Copyrighted material

Feathers and frolics



PRETTY PLUMAGE embellished Noelle when she became a star dancer in *Pleasures of Paris*, a lavish London revue in which she played three months.



HAPPILY EXHAUSTED after a performance in *The Broken Date*, Noelle plops herself down on a stage sofa and limbers up her now celebrated limbs.

CONTINUED



...you need the NEW

UNIVERSAL *Coffeematic*

with the FLAVOR-SELECTOR

Start his day with wonderful, full-bodied Coffeematic coffee and you'll be sure of breakfast with a smile. Just set the Flavor-Selector to the strength you prefer. Automatically it brews to perfection, signals when ready and keeps coffee at serving temperature without increasing the strength. Enjoy the finest coffee you ever tasted, get a new Universal Coffeematic today!

Deluxe ten-cup model
Chrome on solid copper **$29.95**
Others, $14.95 to $32.95

UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

Copyrighted material



...and not a drop to drink

UNTIL THE TRUCKS

On the day hurricane Diane rolled over the Northeast, over three billion dollars in homes, stores, factories and possessions were wrecked or swept away. And in Diane's ugly wake, came still another disaster—contaminated water everywhere, with not a drop that was safe to drink.

Within hours, however, drivers of huge tank trucks were hauling fresh water and water-purifying equipment into the disaster areas to meet the acute drinking-water shortage. Truck lines volunteered their truck fleets to move the mountains of food and medical supplies required, to remove the injured and homeless to safety. Of all means of transportation, trucks alone provided the numbers, the capacity and the flexibility to shoulder the Herculean job of relief, rehabilitation and cleanup without delay.

Operators of the nation's truck fleets—big and small—have served in many such emergencies. They have

Copyrighted material



This was Putnam, Connecticut, on Friday, August 19, 1955, the day hurricane Diane came to call. Raging waters of the normally placid Quinebaug River virtually wiped out the lower business district. Within hours Putnam was entirely dependent on the outside—and on trucks—for all the necessities of life.



Evacuate—or run the risk of being stranded! Trucks, from far and near, were immediately mobilized to carry hundreds of families and their possessions from the dangerous low areas to higher ground. The last families were rescued with no more than minutes to spare.



The trucking industry also assumed the essential job of supplying fresh water for residents who were not forced to flee. It came by the tankful—and *this* water was welcomed. Other trucks hauled in purifying units to insure a continued source of pure water until the local services could be resumed.



This is the same scene today. Within days, trucks had hauled away the debris, brought in thousands of tons of building supplies, and Putnam was on its way back to normal. The frame building and tree are gone, but the bridge still stands, sturdily carrying the heaviest traffic.

ROLLED

placed millions of trucks and tractor-trailers at the disposal of national and local Civil Defense officials. In fact, the trucking industry actually was the first to sign up with Civil Defense to protect you in time of peril.

You and your neighbors can depend on this volunteer army of trucks and drivers, the same trucks you see every day hauling and delivering the necessities and the good things of life. They stand ready to answer the call —*your* call—should the need arise.

FORD

DIVISION OF FORD MOTOR COMPANY

A MEMBER OF ATA FOUNDATION INC.

THE AMERICAN TRUCKING INDUSTRY

Copyrighted material

Dotting the landscape on highways from coast to coast, more than 150 modern Rayco stores serve as a familiar and dependable source for auto seat covers of unrivalled beauty and workmanship . . . convertible tops of rugged durability and perfect fit . . . mufflers and tailpipes individually engineered for every make of car. Rayco products are the only ones in their field to carry the United States Testing Company Seal of Approval. Rayco's huge chain buying power makes possible consistently lower prices, saving you as much as 25% on products of the very finest quality.

America's motorists rely on

RAYCO

AUTO SEAT COVERS

MUFFLERS

CONVERTIBLE TOPS

From Rayco research, another fine new product: crack-proof clear plastic seat covers with SUN-GARD,® Rayco's exclusive ultra-violet filtering agent. Prevents covers from clouding, protects upholstery from fading. Custom fitted free in only 30 minutes. Drive in and see them soon, at the Rayco store nearest to you.

RAYCO

'I do not feel sexy...'

When she is compared, inevitably, to Brigitte Bardot, Noelle is not pleased. "She is very sexy. I do not feel sexy at all," she says. Then she points to her heart and adds, "Not here."

Noelle has a matter-of-fact attitude about her talents and feels that her sultry dancing is simply part of her job. Born in a little French seacoast town where her father was a boatbuilder, Noelle went to a local dancing school. At 18 she attracted the attention of a lady dancing teacher from Paris, who helped her get her first job as a nymph in Gluck's opera *Orpheus and Euridice*. From nymph she graduated to ballerina in a famous Paris nightclub, then an Indian girl in a touring French operetta, *Colorado*. In 1955 she joined Katherine Dunham's European company of Negro dancers as the only white girl in the troupe. While keeping busy in French movies (below) and nightclub work, Noelle also aspired to become a dramatic actress. She likes America because it offers her new chances to act, and also because "Everything here is so big—especially the big fruit and the big meat."



RIDING MERRY-GO-ROUND at country fair, Noelle appeared as a young white-gloved aristocrat in one of two obscure French films she made in 1957.

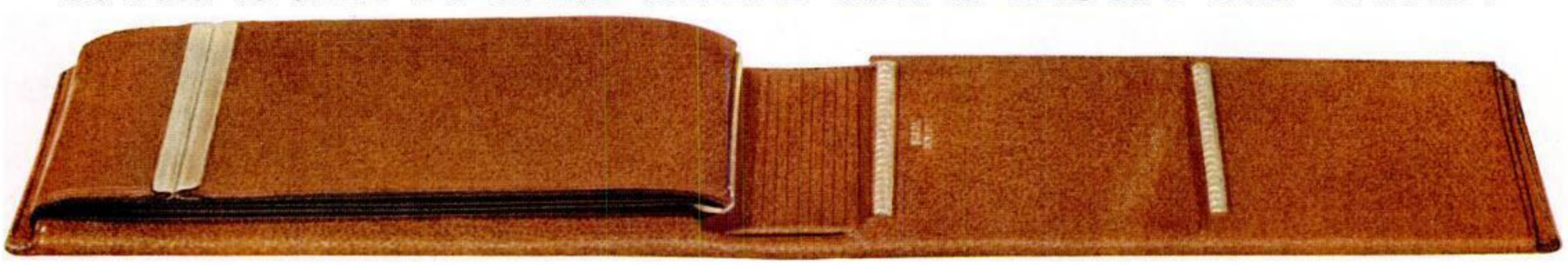
Copyrighted material

holds this whole house of cards



©1958 BUXTON, INC., SPRINGFIELD, MASS.

and still looks slim and neat as this!



the new Thin-Fold® by BUXTON

best for your money

SHOWN HERE IN BUFFALO CALF. $10. OTHER CHOICE LEATHERS FROM $5. ALL PRICES PLUS TAX.

Copyrighted material

SEARS CUTS PRICES ON



CRAFTSMAN ⅓ HP SABRE SAW is 7 saws in 1—jig, scroll, crosscut, rip, keyhole, coping and small band saw. Cuts 2½" depth. Makes blind cuts without pre-drilling. Convenient top handle. All ball and needle bearing design. Full line of accessories. With 3 blades, 10-foot, 3-wire safety cord, plug adapter, wrench, and wrench holder, only 41.95!



27.95! Was 32.95. CRAFTSMAN Sabre Saw weighs only 4½ lbs., cuts dressed 2 x 4 with sturdy, ⅕-HP motor. Base tilts for angular cuts. Top handle with convenient switch. With 3 blades, safety cord, plug adapter, wrench, only **27.95**

CRAFTSMAN SANDER-POLISHER for heavy duty finish-sanding, buffing, polishing, many other handyman jobs. Weighs only 5 lbs. Perfectly balanced for vertical, overhead work. Convenient top handle switch for one-hand use. 25-square-inch sanding area. UL listed (Industrial standards). Complete with sandpaper and polishing pad, only 26.95!



Was 14.95—Cut ⅓! Economy Sander-Polisher is small, compact and lightweight. Works with or against the grain on finish sanding, waxing and polishing. Reciprocating motor never needs oiling. This handy tool UL listed, only **9.99**

HANDYMAN JOBS GO FASTER, EASIER, WITH THESE PLUS POWER TOOLS!

...as Sears everyday low prices go still lower...Just in time for Father's Day!

10% DOWN buys any tool on this page on Sears Easy Payment Plan (purchases of $20 or more). On purchases from $50 to $200, $5 down buys any combination.

If any CRAFTSMAN power tool shows defects in materials or workmanship, Sears will repair or replace it absolutely free of charge if returned within 1 year of purchase date. The same guarantee applies to economy line of tools if returned within 90 days of purchase date.

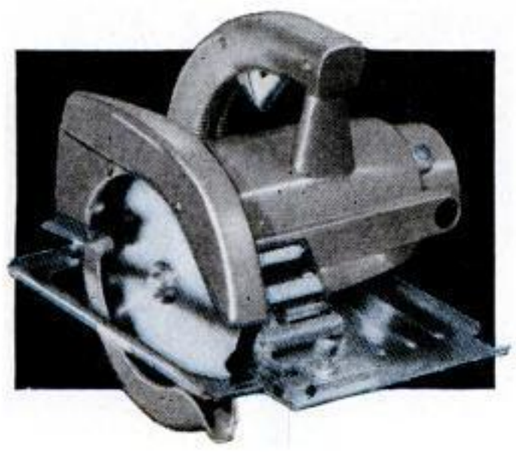
Copyrighted material

ALL ELECTRIC HAND TOOLS



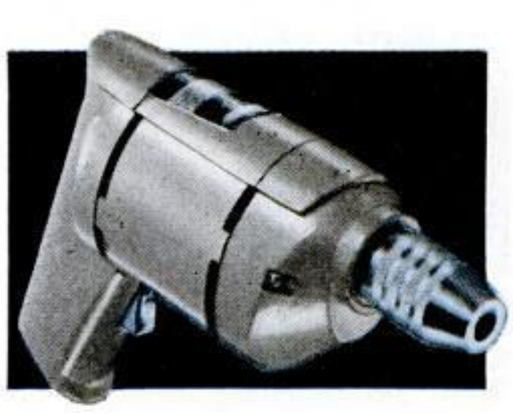
©1958, SEARS, ROEBUCK AND CO.

CRAFTSMAN 6½" HAND SAW makes home carpentry, repair jobs easy. Plus-Power motor develops 1¾-HP for faster, smoother cutting. Saw cuts 2x4 at 45°. Powerful blower clears sawdust ahead of cut. Safety slip-clutch protects motor from abuse, overloads. Tilt and depth controls. With 6½" Kromedge chisel-tooth combination blade, only 44.95!



Only 34.95! Sears Economy 6½" Electric Hand Saw will cut through a 2x4 at 45°. Motor develops 1¾-HP. Safety clutch. Precision bronze bearings. With chisel-tooth combination blade, safety cord, plug, adapter, wrench, only **34.95**

CRAFTSMAN ¼" ELECTRIC DRILL can be adapted for sawing, grinding, mixing, sanding—even hedge trimming! Geared key chuck; ball and needle bearing construction. ⅕-HP motor gives you enough power to handle any accessory. Lightweight, polished aluminum housing. Saw grip or pistol grip, with 3-wire safety cord and adapter, only 22.95!



Only 9.99! Sears Economy ¼" Electric Drill is just the tool for light-duty home workshop use. Strong, lightweight aluminum housing. ⅛-HP, universal motor. With 6′ cord, locking trigger switch and pistol grip, only **9.99**

FREE! SEARS POWER TOOL CATALOG

52-page book illustrates and describes 126 power tools and 512 accessories. Complete specifications and prices. Invaluable for workshop reference. Get your free copy at your nearest Sears store today.



Shop at Sears and save

You'll enjoy shopping at Sears Stores and Sears Catalog Sales Offices. It's convenient to shop from the Sears Catalog in your home, too, by mail or phone. Sears employes, you know, are the largest owners of the Sears business. They'll do their best to serve you well!

SEARS, ROEBUCK AND CO.—In Canada at Simpsons-Sears, Ltd. at slightly higher prices

SEARS
ROEBUCK AND CO.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

Copyrighted material

Agreed! No bourbon anywhere is more deluxe than Walker's DeLuxe

Straight bourbon, of course—7 years smooth—elegant in taste



STRAIGHT BOURBON WHISKEY • 7 YEARS OLD • 86 PROOF • HIRAM WALKER & SONS INC., PEORIA, ILL.

Copyrighted material



NELLIE LICKS THE EAR OF A NEWLY TAGGED FAWN THAT SHE HELPED GAME BIOLOGIST ELLIS BOWHAY CAPTURE AND WHICH IS NOW READY TO BE RELEASED

THE FAWN-CATCHING COLLIE

Nellie, a collie dog of Grandview, Wash., has a seasonal job and now is her busiest time. Nellie works for the state game department and in spring she goes out in the field to catch fawns for departmental biologists. The biologists, who are studying life histories of deer, have to catch, weigh and tag fawns. But when frightened, young deer run off faster than a man can go or lie almost invisible in a frozen position. With her keen senses Nellie can quickly uncover a fawn in hiding and run it down if it flees.

Nellie, who is 7, has been a pet of one game department member or another all her life. Six years ago, taken out on a deer-tagging expedition, she showed such a keen interest in the work and was so apt in responding to instructions that one of the biologists decided to train her as a special assistant. With her sheepherding ancestry—she is mostly but not all collie—she proved so gentle that she has never hurt a fawn. In fact, she has been such a success at deer-counting—she has helped tag 750 young deer in six years—that the department is enlarging her duties. This summer she will also help find and band young mallards and teals.

CONTINUED

Copyrighted material

Contentment costs less in a new BRICK HOME



Brick says clearly, "Here's genuine worth, and the security that means contentment."

When you choose brick, you gain leisure time and save maintenance dollars. Brick gives you lifelong freedom from upkeep bills . . . because brick has **permanent** beauty, in the richest mellow colors and textures.

Your new home can be brick. Discuss it with your architect, or express your wish to the man who shows you a model home. They'll respect your knowledge that **contentment costs less in a brick home.**

STRUCTURAL CLAY PRODUCTS INSTITUTE

Dept. L, 1520 18th St., N. W., Washington 6, D. C.

Get after Athlete's Foot *FAST!*

BEFORE THIS—



Raw, red cracks between the toes, itching or peeling are the first signs you've got Athlete's Foot. At this early stage, Athlete's Foot is easy to treat

BECOMES THIS!



Left untreated, Athlete's Foot organisms burrow and spread. In advanced stage, like ringworm of the foot above, see your doctor

Absorbine Jr. kills 100% of Athlete's Foot fungi in less than 5 minutes!

Famous laboratory grows millions of Athlete's Foot fungi of every known type in test tubes and reports every single one killed by Absorbine Jr.!



Athlete's Foot fungi killed fast! In test tube cultures, Absorbine Jr. totally destroyed Athlete's Foot fungi in less than *5 minutes!*

That tingling sensation you feel as you apply Absorbine Jr. tells you it is busy killing *all* the fungi it reaches. For *liquid* Absorbine Jr. gets into tiny cracks better than powder or salve. In carefully controlled clinical tests on patients, doctors reported Absorbine Jr. brought successful relief to the great majority of sufferers. Get Absorbine Jr. wherever drugs are sold.

Guaranteed by Good Housekeeping

America's No. 1 Formula for Athlete's Foot

Absorbine Jr.

W. F. Young, Inc., Springfield, Mass.



RUNNING DOWN A FAWN, Nellie sprints across a field. She is able to catch young deer up to the age of 6 weeks, but older ones are too fast for her.



BUMPING THE FAWN. Nellie uses a gentle shoulder block to knock it off balance. The fawn then freezes instinctively on the ground for protection.



STANDING GUARD over fawn, Nellie waits for biologist to catch up. She often holds down the deer with her paw but at the same time will nuzzle it.

CONTINUED

Copyrighted material

Wonderful Dial Soap!

Feel this fresh all day long! Any soap

cleans your skin. Your face. Your hands. But Dial cleans them far better.
Because Dial Soap destroys bacteria that make perspiration offensive,
keeps you fresh hour after hour after hour. Wonderful Dial!



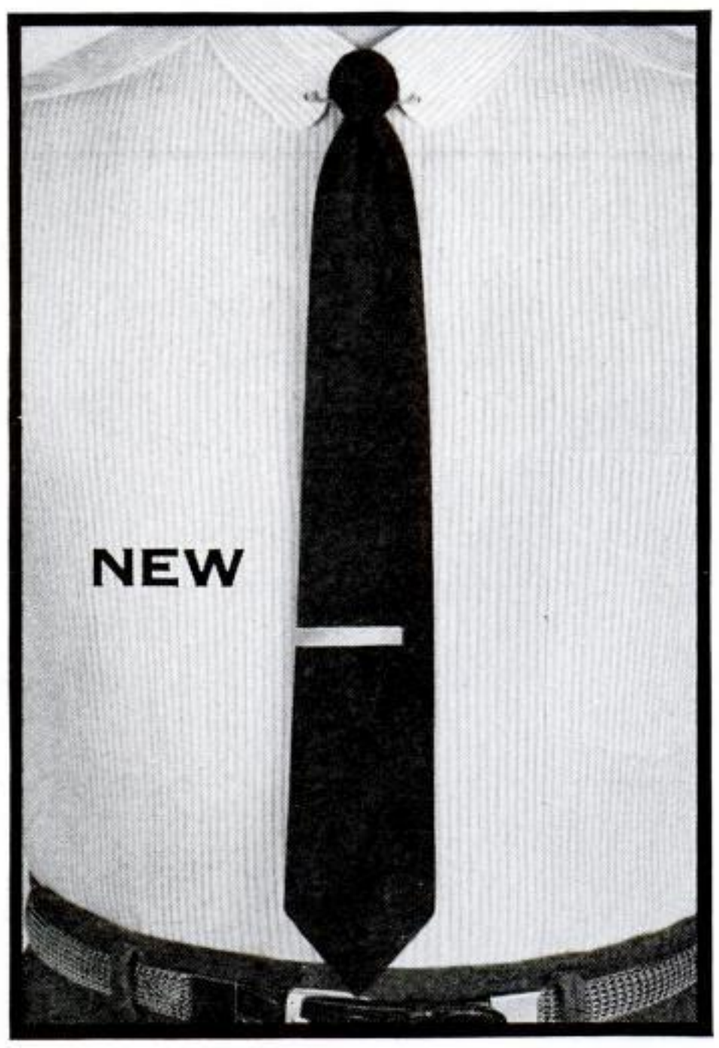
Aren't you
glad you use
Dial Soap!

(don't you wish everybody did?)

Copyrighted material

REVOLUTIONARY FRONT & CENTER*

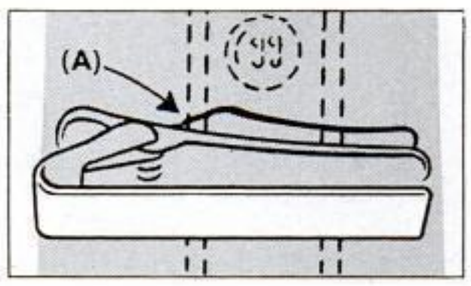
Tie Klips by SWANK



the new tie klip that really CENTERS YOUR TIE

Here's why — Swank's exclusive new style tie klip has special "stop bar" **(A)** which ingeniously centers klip on shirt seam and keeps tie perfectly straight.

There is a large selection of distinctive tie klips featuring the new Front & Center action. See them at your favorite jewelry, men's wear or department store today. *Pat. Pend. $2.50 each





For Wearing and Giving—Look for the name Men Prefer—SWANK Prices plus Fed. Tax

WORLD'S LARGEST MANUFACTURER OF MEN'S QUALITY JEWELRY Swank, Inc., Attleboro, Mass.



WEIGHING the fawn, Ellis Bowhay records size, location, time, approximate age. Nellie sometimes seems to get jealous if he spends too much time on fawn.



TAGGING the ear with a numbered metal clip is the last thing Bowhay does before releasing the fawn near the point where he and Nellie first spotted it.

Copyrighted material



Copyrighted material

"Any fruit 'n' cereal starts tongues waggin'
...as long as it's

Post Raisin Bran"



"...and Suzie—it's the only cereal with sugar on the raisins. And listen, the television said more people eat Post Raisin Bran than any other kind. Well, gotta go now—can't talk and eat at the same time. Bye-ee!"



"ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER"



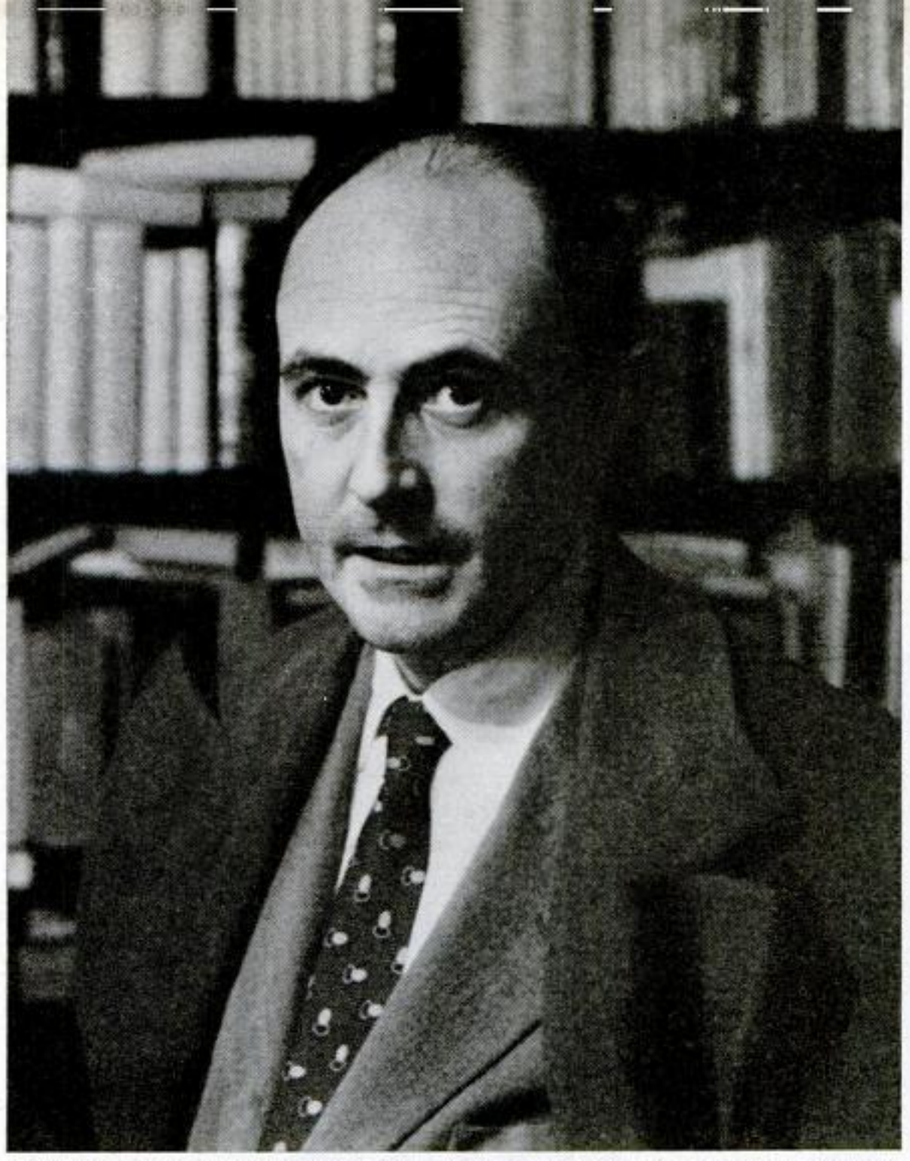
Post

The Breakfast Foods of General Foods

Copyrighted material



THE MISSING GERRY MURPHY BASKED IN DOMINICAN SUNSHINE



THE MISSING GALINDEZ POSED FOR ONE OF HIS LAST PICTURES

COSTLY WHITEWASH OF BLACK CHARGES

After 10 months Lawyer Ernst criticizes LIFE on Galíndez but the big question remains unanswered

THIS is a story that will never really end—in spite of a pretentious document released to the press this week. The paper was prepared at vast expense (well over $100,000), and over many months, with its main purpose to refute a story that appeared, more than a year ago, in LIFE.

The story is one of the officially unsolved disappearance of a frightened, bitter man, Jesús María de Galíndez, and the presumed death of a young American flyer named Gerald Lester Murphy in shark-filled Caribbean waters in the year 1956. The document that now brings it back into the news again is a sort of rambling white paper, 95 pages long with 176 pages of exhibits. It was prepared under the aegis of Lawyer Morris Ernst. A well-known liberal, Ernst was hired last July by Dominican Dictator Rafael Trujillo (through New York publicist Sydney Baron) to investigate press charges that the Dominican government had something to do with Galíndez' disappearance. His paper, entitled "Report and Opinion in the Matter of Galíndez," is not an official document—the Galíndez-Murphy case is still under grand jury investigation. It is the record of a 10-month-long examination by Ernst and his staff of the evidence on which the charges were based, and it turned out to be an obvious attempt to get Trujillo off the hook.

Galíndez, a leader of the Basque government in exile, a teacher at Columbia University and a bitter foe of Trujillo, disappeared mysteriously after one of his classes on the night of March 12, 1956. Knowing his fear of Trujillo's agents in New York, his friends cried foul play. The police investigated but found no answer. Stories began to circulate. It was widely suggested for a while that his body had been stuffed into the flaming boilers of a Dominican ship then tied up in New York harbor.

The first big break in the case came almost a year later when LIFE, after a thorough investigation of its own, published the Galíndez story. As LIFE reconstructed the story in its issue of Feb. 25, 1957, Galíndez was kidnaped shortly after leaving a class at 9:30 p.m., probably at the entrance to a New York subway station. He was put into an ambulance and driven to Amityville, Long Island. There he was placed in a twin-engined Beechcraft airplane N68100, fitted with extra gas tanks. From Amityville he was flown to Miami's Tamiami Airport. The plane arrived too early to gas and flew to Lantana Airport near West Palm Beach, gassed up ($95 plus a $15 tip) and flew to the Dominican Republic.

LIFE's story had another side to it. The pilot of the plane was Gerald Lester Murphy, a young man with bad eyesight who would do almost anything to fly. Murphy had done all he could to get an airlines job, but had wound up flying for Tom Guthrie's air taxi service at Miami. In Miami he met Arturo Espaillat, the Dominican Republic's New York consul general (who was to emerge as a shadowy figure in the case). Soon Murphy told Guthrie he had a better job. He went to Linden, N.J. and rented a twin-engine Beechcraft for a month—for $800 cash. In the middle of March, Murphy was back at Guthrie's with his Beech and a lot of money. He bought a convertible—and he talked. He said he had flown a wealthy invalid to Tampa and that a charter flight passenger had fixed him up with a flying job in the Dominican Republic's national airline. He went to Ciudad Trujillo and flew for several months, writing home about all the money he was making. He wrote he was coming home. Then in December he put an ad in a Dominican paper offering his household goods for sale. Next day his car was found, deserted, near a cliff by a bay. A Dominican pilot who had flown with him, Octavio de la Maza, was charged with Murphy's murder, denied everything to the police, then admitted the murder in a suicide note and hanged himself in his cell. That was the end of Murphy, and—as far as the public knows—of Galíndez too. It seemed to be the end of the trail. These were some of the facts that LIFE, with its best resources, had gathered a year ago last February.

Now, 15 months later, the Ernst report has attempted to retrace LIFE's investigation—minute by minute, mile by mile. It delves into every step minutely, but the results never disprove LIFE's story. In many ways, the paper substantiates it. The report does not admit that Galíndez was in Murphy's plane. It clings to the fact that the New York police still list Galíndez as missing, rather than as a victim of foul play. It does not agree that Murphy even flew to the Dominican Republic. Instead it comes to the conclusion that he probably flew to Cuba where, the report implies, he was engaged in some unnamed illegal activity.

The basic point: timing

THE basic point in the Ernst report's conclusion hinges on timing. His claim: the N68100's gas capacity, cruising speed and the time available made it improbable for the plane to have made the trip to the Dominican Republic within the established timetable. To fit both Ernst's and LIFE's timetable, Murphy could only have made his Dominican flight on March 13. LIFE said that Murphy went first to Tamiami, then Lantana, then left the United States. Ernst says that the airport records were in error, and that Murphy went first to Lantana, took off about 8 a.m. and landed at Tamiami at 3 that afternoon. Thus, if he flew to Montecristi field in the Dominican Republic (as later reports indicate), Murphy would have had about seven hours for a round trip that takes seven hours flying, allowing no time at all for landing, unloading or refueling.

Thus, Ernst's 3 o'clock landing time became a critical factor. If Murphy had landed at 5 instead of 3, says Ernst, "it would have been possible, but extremely improbable, for him to have made the trip." But last Saturday night, Ernst's own source, Sidney Stein, co-owner of Blue Star Aviation Corporation at Tamiami Airport, told LIFE: "I realize that I made an error, that Murphy had come in at 4:30 or 5:00 p.m." Hence, even if Murphy did not take off until 8—even if, as Ernst says, he went to Lantana first—the flight would still have been "possible."

CONTINUED 105

Copyrighted material



Elephants remember

in June as December!

Give Dad Dutch Masters–The Fine Cigar–On June 15!

Gift-wrapped packages for as little as $3.



Copyright 1958, Consolidated Cigar Sales Company, Inc.

Whitewash CONTINUED

Ernst found "not a scintilla of evidence" to connect Galíndez with Murphy and N68100. But LIFE's story has been supported since its publication by new facts and coincidences. The man who accepted Murphy's $800 for the rental of N68100 said that Murphy wanted the receipt made out to one John Kane (an alias for John Joseph Frank). On May 13, 1957 the grand jury investigating Galíndez' disappearance indicted Frank for failure to register as a Dominican agent. He was convicted Dec. 9. At the Frank trial a young man named Harold French, a friend of Murphy's, testified that it was he who helped Murphy ready his plane for flight. He said that one of the men he met with Murphy at Linden airport where the plane was rented was the everpresent Espaillat. The Ernst report says that records fail to show that Espaillat was in the U.S. during that period. Now safe in the Dominican Republic, Espaillat has refused to come to the U.S. and testify.

Harold French told LIFE that he helped Murphy put extra gas tanks in the plane and that Murphy had talked about a mysterious flight. "Gerry laid out some charts on his bed at Rahway Motel Tourist Village, folding them so they fit together. 'Here's one of the trips I might make,' he said. 'I will be taking somebody from Miami to the Dominican Republic. Let's see how it would look on the chart.'

"We studied the charts for two hours. Gerry said the flight would end at a specific airport on the Dominican north coast, Montecristi."

The report characterized Gerry Murphy as an irresponsible young braggart who lived on sporadic payments from unknown sources, Galíndez as a cynic who raised funds for the Basque cause; and implied skulduggery. The report sloughs over stories of the kidnaping told by Murphy to Sally Caire, then his fiancée, now married and living in Kansas. Her account was one of the strongest links between the young pilot and Galíndez.

Thus, as facts pile up, the arguments go on. Ernst has not explained the key coincidence. A foe of Trujillo disappears in New York at 9:30 p.m. At just about the time he would have arrived at Amityville, a young American pilot, after weeks of involved preparation, after working with a now convicted agent of the Dominican government, suddenly takes off on a long, midnight flight—to points south.

This week, when the Ernst report was released, Congressman Charles O. Porter of Eugene, Ore., Murphy's home town, who was a prime mover behind the Washington investigation into the Murphy-Galíndez case, said, "The report changes nothing basic in the known record of Murphy's part in the Galíndez disappearance. The United States government—the Department of Justice, the Department of State and other agencies—know these basic facts. And the Dominican Espaillat, for whom Ernst is trying to provide an alibi, is so deeply involved in these basics that he is afraid to come to the U.S. and testify or cooperate—even though he has been asked twice formally and many times informally by this government."

Recently Morris Ernst wrote a letter to Sydney Baron. In it Ernst pointed out that, although "much of the press, radio and television made statements which were libelous vis-à-vis the Dominican Republic," it was impossible, according to his interpretation of U.S. libel laws, for a foreign government to sue. This, however, does not apply to private persons such as Espaillat or even Trujillo himself. If Espaillat and Trujillo believe the allegations are unjust—as hinted and not proved by the Ernst report—they can come to the U.S., and under the laws sue various TV, radio and press groups, including LIFE, for libel. It's up to them.


sos ni lo separaría de la historia.
Príncipes de la Iglesia. Arzobispos. Sacerdotes. este mundo.
Congresistas:
MY FRIEND HERE
MILITARY GRADUATION HERE THE NEXT
MY FRIEND ESPAILLAT.
GENERAL ESPAILLAT HAS GRADUATE HERE.
HIS COMPLIMENTS TO NEW YORK.
Momentos en que Señor Presidente del Brasil en compañía del señor Ministro de Relaciones Exteriores de la República Dominicana y varios oficiales de alta graduación, examinaban una de las armas de fabricación Nacional en el Pabellón de las Fuerzas Armadas instalado en la Feria de la Paz y
E Gener
sidente d
Domi

"MY FRIEND" was the way Gerry Murphy described Dominican diplomat Espaillat in this magazine photograph which he mailed home to his parents.

Copyrighted material

Ben Alexander

Officer Frank Smith tells how to go into business for yourself

"People who know me as Officer Frank Smith on *Dragnet* are always surprised to discover I'm a businessman as well as an actor.

"My 'business career' started back in 1945. I'd been a radio announcer in Hollywood for years before the war. But when I got out of the Navy, the only outfit that would give me my old job back was Union Oil. I was rehired to announce their *Point Sublime* radio show.

"In April of 1946 I bought a Union Oil station. It did so well I bought another in October. I ended up with four of them.



BEN AND DON MYERS, HIS STATION MANAGER.

"Then I branched out into the motel business and bought my place in Hollywood.

"The next step was my car agency in Highland Park. I opened another in Upland, and now I'm dickering for the third one in Redondo Beach.

"I've always made it a point never to go into a business until I had learned it thoroughly. At the service stations, I worked right along with the boys. I can lube a car or wash a windshield with the best of them.

"My wife and I made the beds and scrubbed the bathrooms for a long time before we hired a manager for the motel. At my car agencies, I'm on the floor with the other salesmen, but they get full commission on anything I sell.

"Sometimes people ask me why I bother with all the additional work when I'm doing well in television.



BEN ALEXANDER: "CREATING JOBS GIVES ME MORE SATISFACTION THAN ANY PART I'VE PLAYED."

"Maybe acting isn't enough. Or maybe it's simply that creating jobs gives me more satisfaction than any part I've ever played."

* * * *

Ben Alexander could have left his money in the bank, or buried it in his back yard. Instead, he invested it at his own risk and created jobs for 135 people.

As long as people who can save money have the incentive to put it back to work, our economy will prosper.

That incentive is profit. It creates thousands of new businesses in this country every year. It is the backbone of the American economy.

YOUR COMMENTS INVITED. *Write: Chairman of the Board, Union Oil Co., Union Oil Center, Los Angeles 17, Calif.*

BEN TAKES DELIVERY ON ANOTHER TRAILER-FULL OF CARS AT HIS HIGHLAND PARK AUTO AGENCY.



Union Oil Company OF CALIFORNIA 76

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

Copyrighted material



CARTER'S

Hi-Fashion

Stamp Pads*

For desk tops, not drawers. Smart good looks — clean, sharp impressions. They're Carter's — the best you can use.

At your favorite stationery department.

- **safe, rolled edges**
- **flick-action covers**
- **color-cued cases**

Hi-Fidelity

Inks*



Brilliant, deep inks that stand out on any paper. Applicator bottles in handy desk sizes . . . economy sizes, too! Blue, black, red, green, purple.

*UNITED STATES TESTING CO., INC. STATEMENT "Our test BR-2052, July 1957, shows the superiority of Carter's new Stamp Pads and Inks as to number of clear impressions and depth of color. Latest competitive brands were used."

Be in style

BUY CARTER'S

Since 1858 specialists in Fine products for Office, School, Home and Industry: Carbon Papers; Typewriter Ribbons; Adhesives; Stamp Pads and Inks; Duplicator Supplies; Writing, Drawing and Indelible Inks; Eradicators; Artist Colors; Marking Devices and Inks.

©THE CARTER'S INK COMPANY, CAMBRIDGE 42, MASS.



IN THE QUIET PRIDE OF THEIR GRADUATION DAY, ERNEST GREEN (FOURTH ROW, CENTER) SITS WITH HIS CLASS

A GRADUATE IN HUMAN RELATIONS

Graduation at Central High School in Little Rock, Ark. had a special historic meaning. Among the 602 graduating seniors at the school where integration had to be enforced with bayonets last fall was Ernest Green, 16, one of the eight Negroes in the school, the first of his race to graduate there. Stationed nearby were plain-clothes men and troops of the National Guard. On the surface there was nothing to distinguish the occasion from any other commencement that had taken place in the school's history. There was no stir as he received his diploma. Said Ernest, who hopes to enter Michigan State University as a prelaw student, "It's been an interesting year. I've had a course in human relations firsthand."

Copyrighted material

THROUGHOUT THE WORLD

Known by the company it keeps

Art has many elements—and the greatest of these are three: inspiration, dedication, and that vital center—talent. As these define the difference between average paintings and a masterpiece, they also mark the distinction between other whiskies and V.O.

IMPORTED **Seagram's V.O.**

WORLD'S FINEST CANADIAN WHISKY



SEAGRAM-DISTILLERS CO., NEW YORK CITY. 86.8 PROOF. CANADIAN WHISKY—A BLEND...OF RARE SELECTED WHISKIES. SIX YEARS OLD.

Copyrighted material

Lazy outdoor supper

Start with Heinz Vinegar and Wesson Oil

Just one recipe to dress the Caesar Salad and marinate the Kabobs



Quick French Dressing

1 teaspoon salt
½ teaspoon sugar
¼ teaspoon pepper
½ teaspoon paprika
⅓ cup Heinz Vinegar
⅔ cup Wesson Oil
1 clove garlic (optional, but delicious in kabob marinade and Caesar Salad)

Combine and shake well in covered jar. Shake well before using. A lively, light dressing — excellent with so many salads.

To make marinade for kabobs: Add ½ teaspoon Heinz Worcestershire Sauce, ¼ teaspoon oregano and 1 bay leaf, crushed, to ½ cup Quick French Dressing.

Caesar Salad

3 quarts shredded salad greens (iceberg lettuce, romaine, endive)
½ cup Quick French Dressing
1 raw egg
1 cup croutons
½ cup grated Parmesan cheese

Place salad greens in bowl. Season lightly with salt and pepper. Blend Quick French Dressing and egg with fork. Pour dressing over salad, toss lightly until dressing coats greens. Add croutons and cheese, toss. 6 to 8 servings.

Croutons: Heat 1 tablespoon Wesson Oil in heavy skillet, add 1 cup bread cubes. Cook over low heat, stirring constantly until golden brown.

Kabobs

1½ pounds lean tender beef
½ cup kabob marinade
24 small parboiled potatoes
3 tomatoes, cut in wedges (24 pieces)

Cut beef into 1-inch cubes. Marinate meat in refrigerator several hours. Drain thoroughly and place on small skewers alternately with potatoes and tomatoes. Cover bottom of heavy skillet with Wesson Oil, heat. Add kabobs, cover skillet and let cook about 10 minutes over low heat. Remove cover, increase heat slightly. Cook 5 to 10 minutes longer, turning until brown.

If kabobs are broiled or grilled, brush with marinade several times while cooking. 6 servings.

Copyrighted material

from Salad Bowl and Skillet



You never had better helpers for carefree summer meals:

Make sparkling light salad dressings in one minute with Heinz Vinegar and Wesson Oil. Taste *freshness* you never find in factory-made, bought dressings. Enjoy endless variety simply by varying the seasonings. Save money, too. Homemade dressings are thrifty.

Glorify and tenderize kabobs, steaks, hamburgers. Make marinades, spicy and tangy, from the same recipe. Just stir in an extra bit of seasoning. Shining clear Heinz Vinegar has the body, the uniform strength to add the tempting zing.

Make crispy croutons, gourmet tidbits to toss in salads. Pan fry them in pure vegetable Wesson Oil. Pleasant to prepare, delicately delicious. Wesson Oil takes the smoke out of frying, keeps all the flavors in. For easy living, summer-long, enjoy salad and skillet meals.



Copyrighted material

You can smell the rich coffee flavor!



NO MISTAKE—IT'S A

FLAVOR BREAK

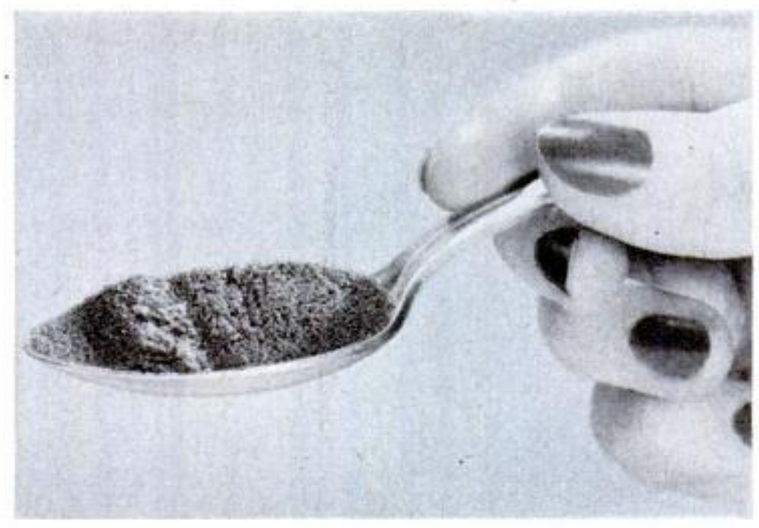
"Three quick tests prove this coffee so different, so rich you can actually use less!"

says Joyce Gordon, Instant Chase & Sanborn TV Hostess.



Try this table napkin test

Sniff that flavor. This one has the wonderful aroma you love about coffee. Rich. Natural! You can't mask it—can't miss it!



Use less on the spoon

This texture is not dry or sandy. It's so rich you should spoon less than usual for the flavor you like best. You'll say it's different—delightfully different.



Taste that Flavor Break flavor

Unmistakable! Only Instant Chase & Sanborn is so full-bodied, so full of flavor. Instead of just coffee—have a Flavor Break. You'll love it!

Instant Chase & Sanborn *—the full-bodied coffee*

ANOTHER FINE PRODUCT OF STANDARD BRANDS INC.

Copyrighted material

The Third Force in Christendom



TWO STRANGERS JOIN IN NEW FELLOWSHIP AT NEW YORK'S ROCK CHURCH AS MEETING SINGS "CITY BUILT FOURSQUARE," POINTING HEAVENWARD TO CITY

Gospel-singing, Doomsday-preaching Sects Emerge As a Mighty Movement in World Religion

THE rapture in the faces of the congregation above is one manifestation of the fastest-growing Christian movement in the world today, one so dynamic that it stands with Catholicism and historic Protestantism as a third force in Christendom.

This third force is made up of groups sometimes called "fringe sects"—those marked, in the extreme, by shouting revivalists, puritanical preachers of doomsday, faith healers, jazzy gospel singers. Six million Americans, plus 14 million in other lands, are in its ranks as members of about 100 church groups. They range from the emotional Pentecostals to the sober Adventists. Their churches may be converted stores or 2,000-seat edifices.

Most of the third force groups disagree widely with each other and look with disapproval on each other's way of worship. But they share a common spiritual aim: to return, in deliberate imitation, to the intent and practices of the early Christian church. Their uncomplicated theology is based on a literal interpretation of the Bible. Their membership dismisses most present-day Christian customs and ritual as obstacles to the close relationship between man and God. What traditional Christianity—which has lost many members to the third force—might learn from it is set down on pages 122–124 by Dr. Henry P. Van Dusen, eminent Presbyterian and head of Union Theological Seminary.

Photographed for LIFE by CARL MYDANS

CONTINUED 113

Copyrighted material



RAISING HANDS, worshipers at Detroit's Bethesda Missionary Temple give sign that they deeply believe hymn, "*Thank You Lord For Saving My Soul.*" Though this church is more conservative than Pentecostals, its pastor says, "You can't take emotion out of religion, but we keep it decent and in order, as Paul advised."



LYING ON FLOOR in the prayer room of Detroit's Brightmoor Tabernacle, John Van Dyne, 24, shouts praises to God as a kneeling friend shares his violent supplication. Van Dyne is striving for the "baptism of the Holy Spirit," often indicated by "speaking in tongues,"—a rush of unintelligible, wordlike sounds.

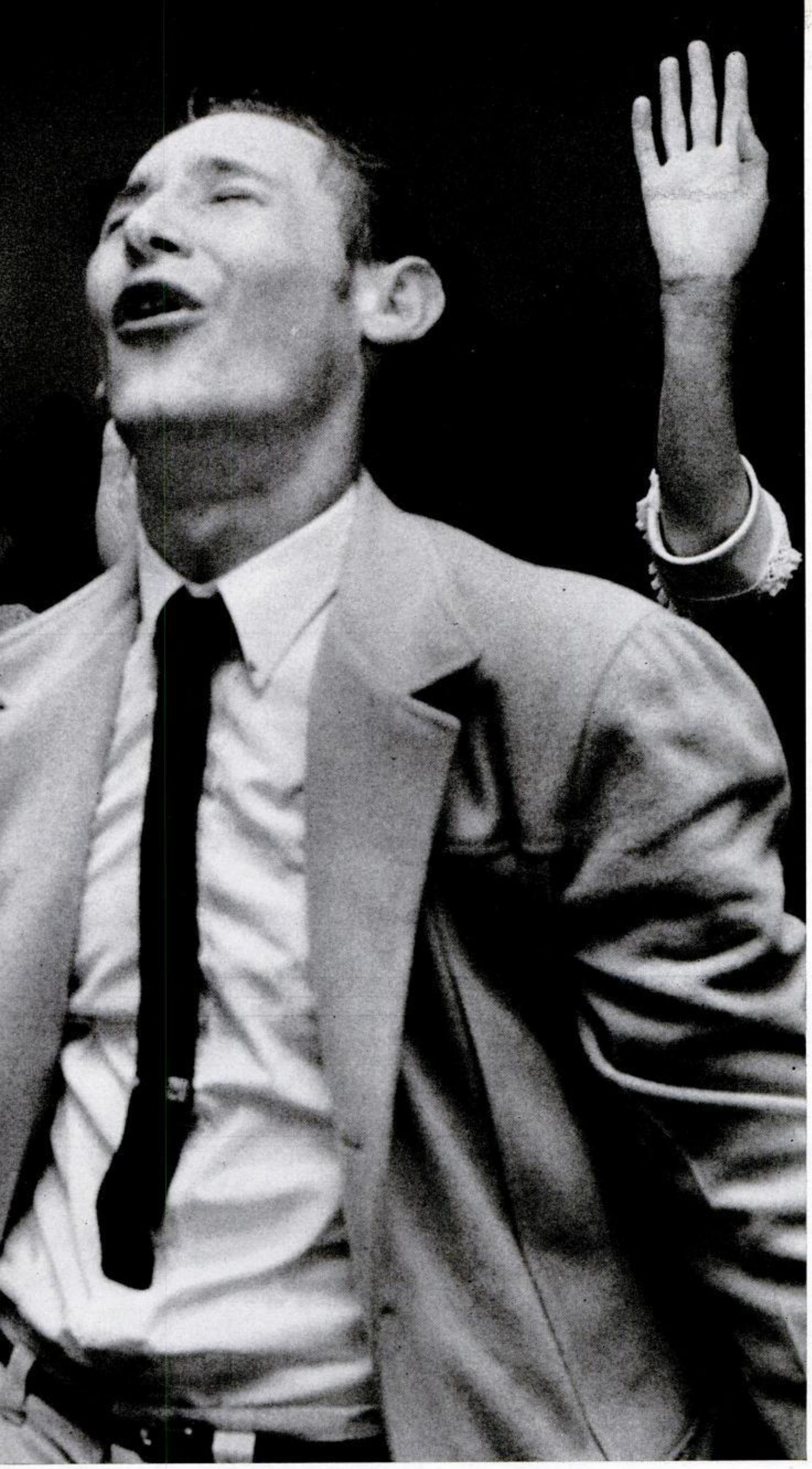


"JESUS! JESUS!" SCREAMS STANLEY WEBB

The Joyous

THE most uninhibited form of worship in the third force can be found in the Pentecostal churches which, split into innumerable sects, have a membership of almost two million. The name Pentecostal comes from the belief that just as the Holy Spirit (or Holy Ghost) filled the Apostles on Pentecost, the 10th day after Christ ascended to heaven, so the power of the Holy Spirit can fill anyone

Copyrighted material



WHILE FRIENDS CLAP HANDS AND SHOUT HALLELUJAHS AT PROSPECT TEMPLE IN CINCINNATI

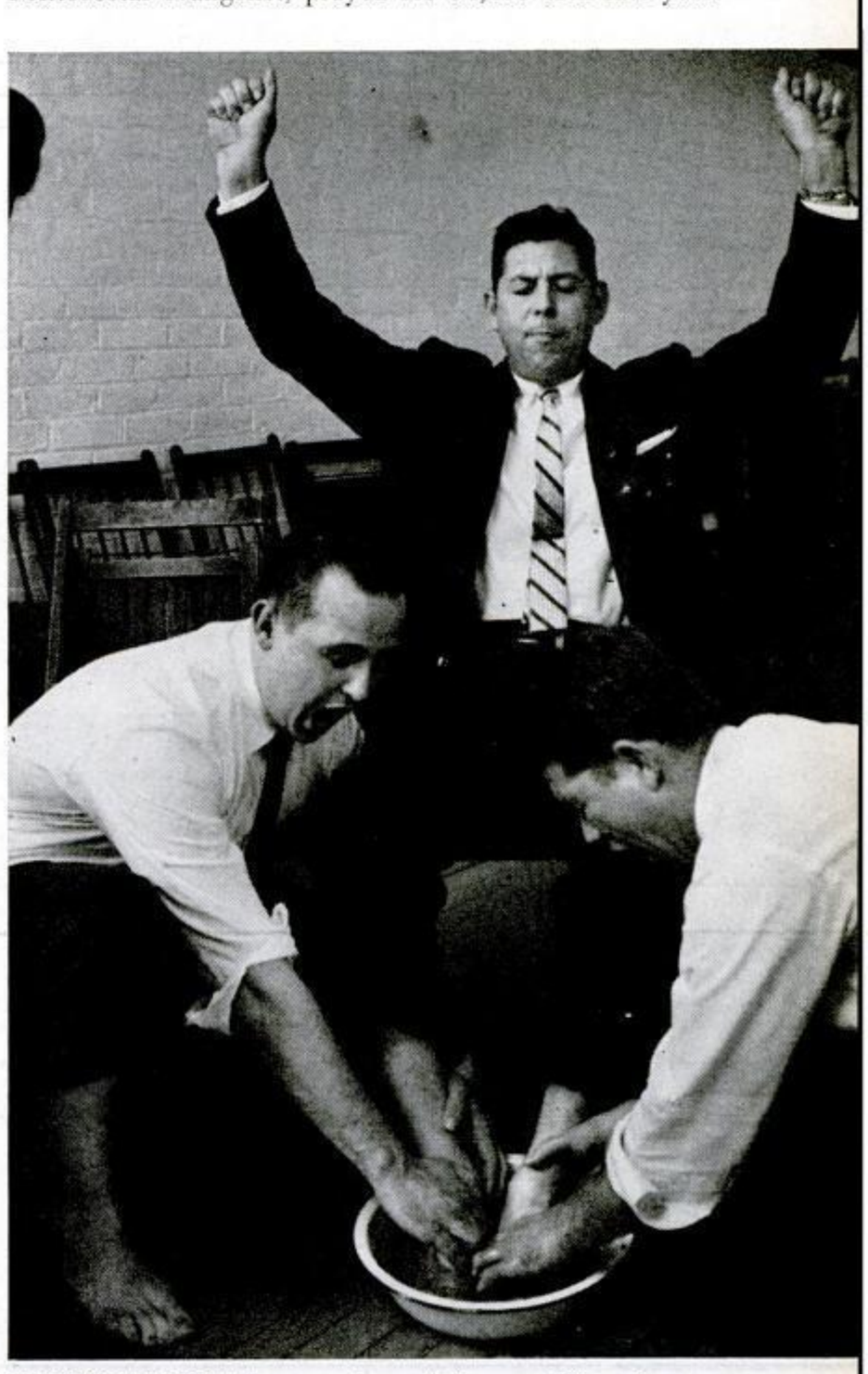
Throes of Religious Ecstasy

who is "saved" today. The ecstatic experience of the "baptism of the Holy Spirit" is sought by most Pentecostals through energetic prayer and such practices as footwashing which duplicate acts of the Apostles. They also believe certain people can draw on the power of the Holy Spirit to heal the sick.

Though some Pentecostal sects are relatively restrained in their worship, the purpose of all church services is to fill the members with the Holy Spirit. The Bible is presented as a kind of instruction book, its word final. Swingy hymns and passionate preaching stir up the congregation's emotions, and worshipers respond with hand-clapping, arm-waving, loud singing, dancing in the aisles, shouted "amens." A worship service often lasts three hours, leaving worshipers emotionally spent but in high spirits.



SPIRITUAL HEALING of sick child is prayed for by Oral Roberts in Charleston, S.C. Roberts, most noted Pentecostal evangelist, prayed for 54,433 sick last year.



FOOT-WASHING by members of Prospect Temple crying, "Glory! Glory!" is done to a joyous "brother" in imitation of Christ's washing of Apostles' feet at Last Supper.

CONTINUED 115

Copyrighted material



LAYMAN Lee Watson leans on counter at one of his four Atlanta, Ga. bakery shops. He owns used car business. "The Lord wants us to prosper," he says.

Good Deeds of a Layman,

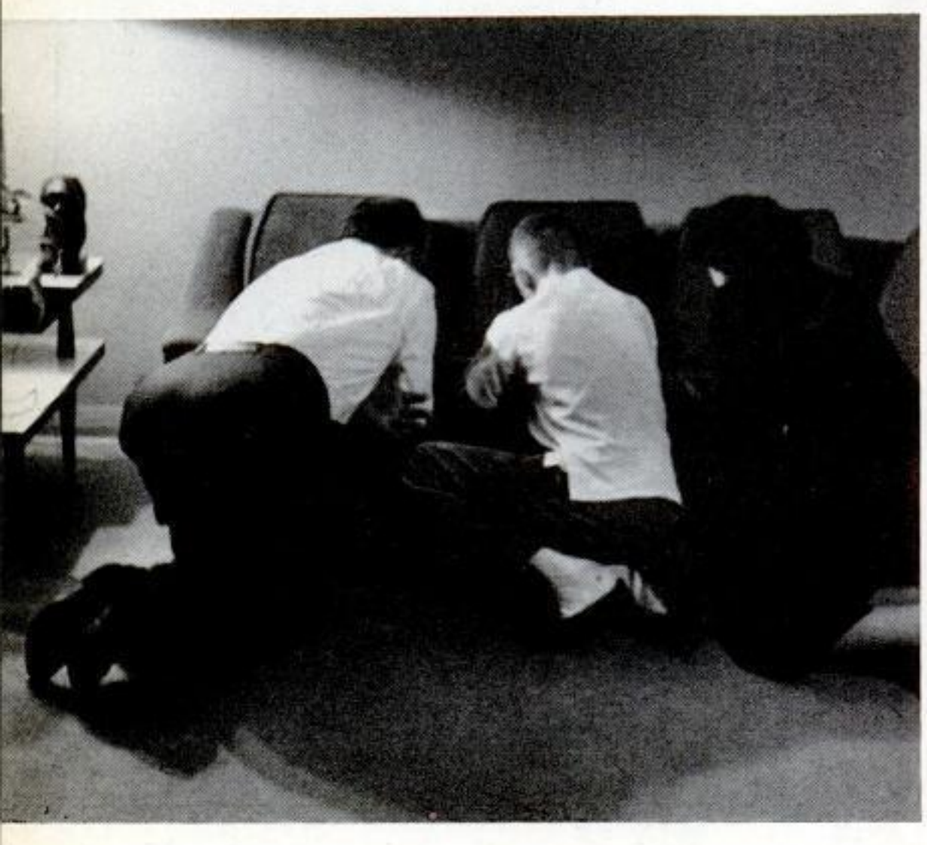
FOR dedicated members of third force sects God is ever present and their lives are governed by their belief. A layman like Lee Watson (*left*) of Atlanta, Ga. makes his church the center of all his activity. A minister like the Reverend Frank Negron (*right*), of New York's Harlem, devotes himself totally to his flock's many problems, spiritual and physical.

Lee Watson, who is 48, belongs to the relatively conservative pentecostal Church of God (the Cleveland, Tenn. group). When he started up his bakery business 11 years ago, Watson wrote "Jesus Christ, our partner" on a slip of paper and has kept it ever since with his unpaid bills. Now affluent, he foots half the cost of his church's weekly radio program, made his church an outright offering of $10,000, constantly helps the needy, and gives a tithe—10% of his income—to his church.

A deacon of his church, Watson fills 10 separate jobs there and attends "every time the doors open," or about 20 hours a week. In



GIVING CHARITY to the Chimas Terrys, elderly members of his church, Watson takes money from wallet after giving Mrs. Terry bags of bakery goods.



← **AT FAMILY PRAYER** with wife and son Gordie, Watson kneels at living room sofa, says, "Father, we thank you for the souls we worked with today."

CLASPING HANDS in church, Watson prays with friend Tom Ashcraft. "I love Tom more than kinfolk," he says. "We have fellowship together."

Copyrighted material

the Dedication of a Minister

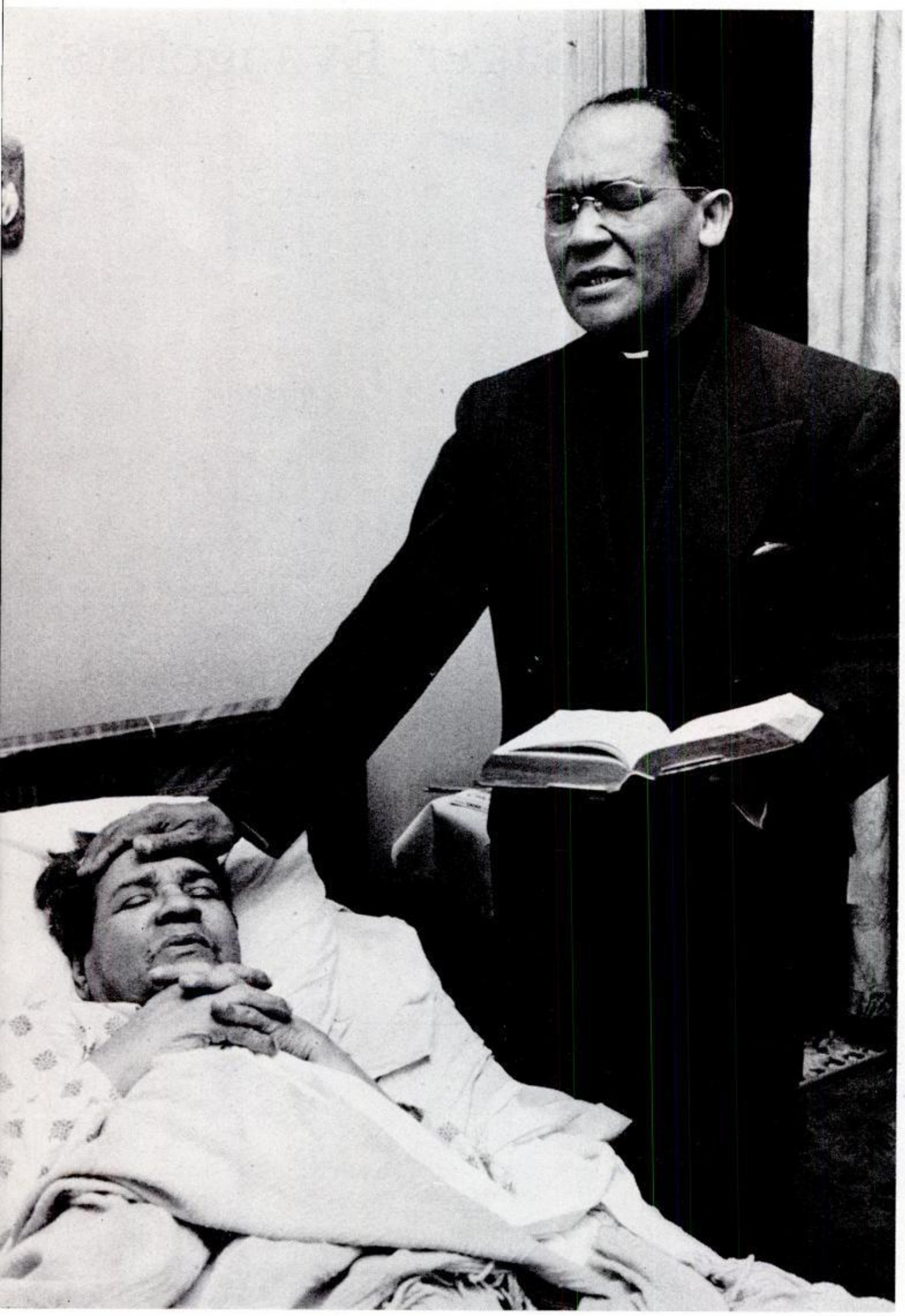
his lapel he wears a gold fishhook. As a "fisher for men" he does missionary work with shut-ins, prisoners, alcoholics and virtually every person he meets.

The Reverend Frank Negron, 55, who was born in Puerto Rico, is pastor of the Spanish Christian Church in Harlem. He started his preaching career with family prayers while still a factory worker. "We felt the presence of the Lord," he recalls, "and we invited the neighbors to come." In 1937 he quit his job and was ordained by a group of pentecostal ministers.

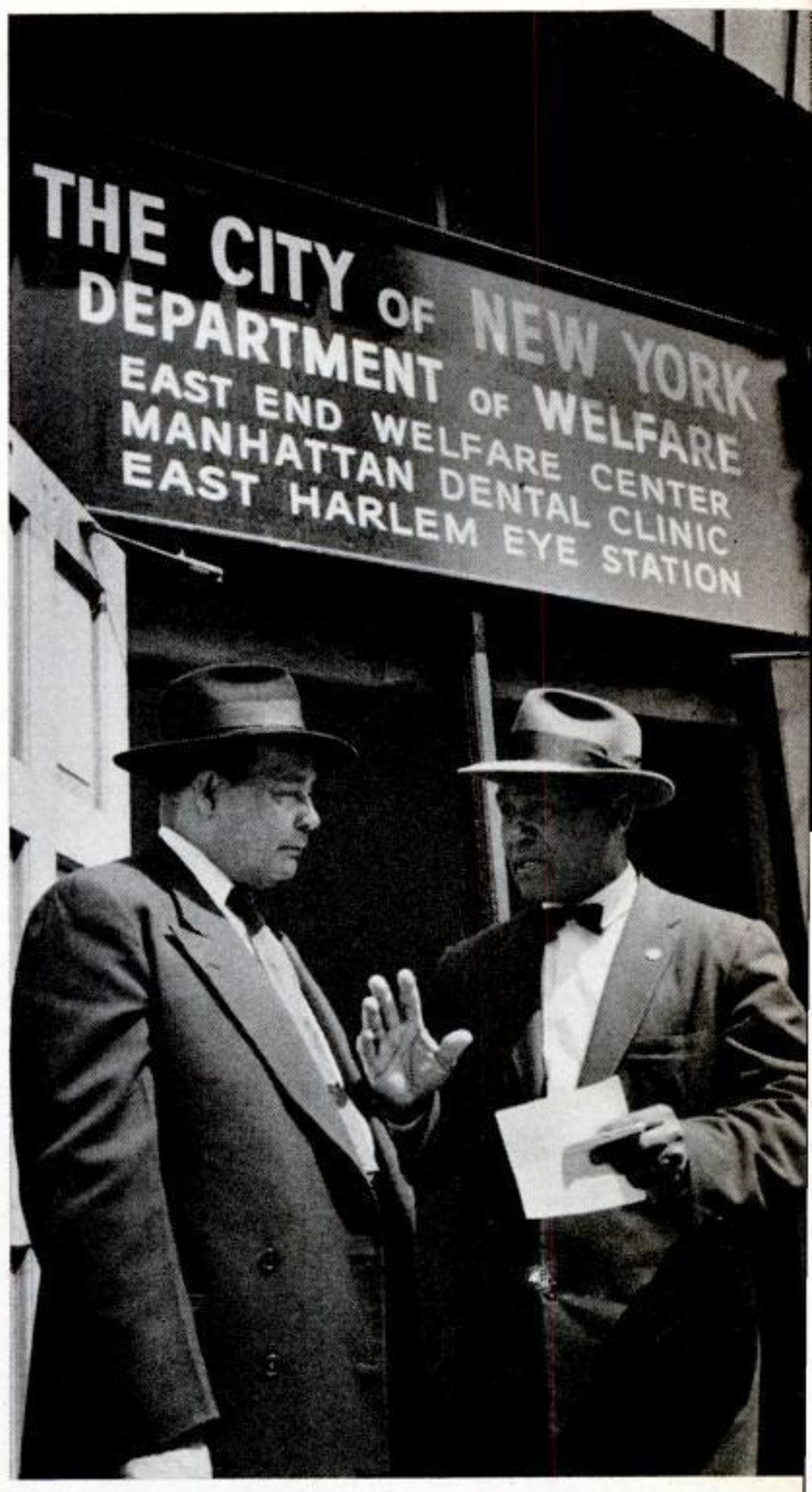
Six nights a week at his 100-member church Pastor Negron holds services which still have the atmosphere of a close-knit family gathering. His daytime hours are taken up with helping his Puerto Rican parishioners, bewildered by their new life. Some need the comfort of prayer, and others need an English-speaking spokesman at the Welfare Department, or the courts, housing agencies, hospitals. "That's my job," observes Pastor Negron, "—to help."



MINISTER Frank Negron holds hands high during prayer in church. His rules prohibit drinking, smoking, dancing, movies and "coming fancy to church."



COMFORTING THE ILL, Negron prays aloud, lays hand on brow of asthmatic José Jimenez, who has been parishioner since Negron became minister.



INTERPRETING at the Welfare Department for Spanish-speaking José Sanchez who failed to get relief check, Negron explains check will come to him.

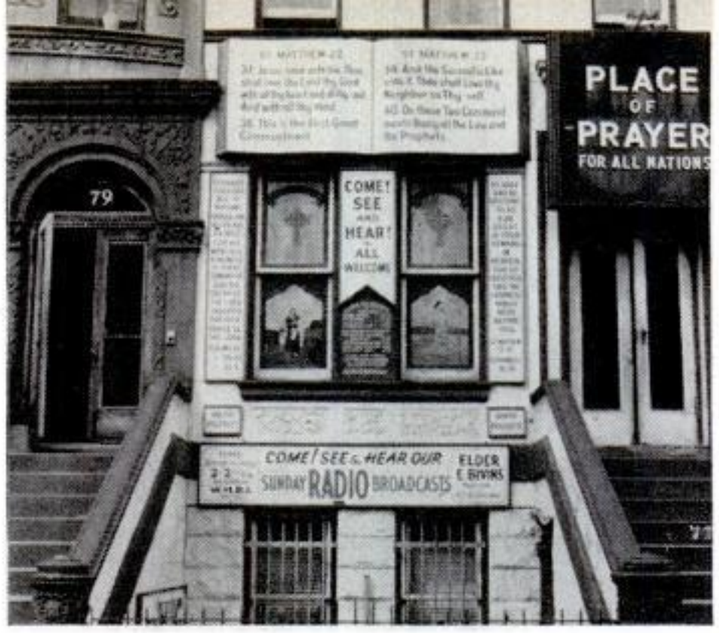


WORSHIP AT HOME is led by Pastor Negron in his apartment over church. Here he prays with grandchildren, neighbors and wife (behind little boy).

CONTINUED

Copyrighted material







PENTECOSTAL CHURCH CROSS SECTION: CALVARY GOSPEL CHURCH, WASHINGTON, D.C.; PLACE OF PRAYER FOR ALL NATIONS, NEW YORK; FIRST ASSEMBLY

The Militant Multitude of Eager Evangelists



WITNESSES ENCAMPED for Jehovah's Witness world convention at New York City fill 100-acre parking lot in New Market, N.J. rented for those who came by car. The 125,000 Witnesses attending filled Yankee Stadium for eight days.



SIGN BUILDER Harrison Mayes, a Pentecostal of Middlesboro, Ky., has this stock of concrete signs in his backyard. He has posted the countryside with his slogans. Here he points to one which says, "Erect this in Russia in 1990."





OF GOD, MALVERN, ARK.; WHOLE TRUTH TABERNACLE, N.Y.; KLAMATH TEMPLE, KLAMATH FALLS, ORE.

IN the past 50 years, membership in the third force has jumped over 600% in the U.S., about 400% in the rest of the world. A major reason for this amazing growth is the group's obedience to Christ's injunction: "You shall be my witnesses to the ends of the earth." Thus all the members are militant evangelists.

The evangelists are often looked on as queer and fanatical, but this does not discourage their persistence. They believe every unconverted soul around them is doomed, and saving them is their mission in life. They work with a strong sense of urgency, certain that the second coming of Christ is terribly near.





DILIGENT EVANGELISTS, two Jehovah's Witnesses making door-to-door calls, keep talking despite cool reception by Yonkers, N.Y. housewife.



SIDEWALK PREACHER, Milton Kean of Glad Tidings Tabernacle, warns midtown New York: "Christ is coming soon! What will the harvest be?"

CONTINUED 119

Copyrighted material

In Sedate Churches Puritan Precepts

MORE than two million Americans belong to the conservative wing of the third force whose services are sometimes even more staid and precepts usually more puritanical than those of most traditional Protestant denominations. This branch contains four distinct groups. The Churches of Christ are a fellowship of independent churches headed by lay preachers and without a national organization. In the Church of God (Anderson, Ind.), congregations are also autonomous but a central body administers some national functions, such as Sunday School curricula and foreign mission work. The Church of the Nazarene is similarly organized. The Seventh-day Adventists, the most organized group, closely control their 12,081 churches in the world from Washington, D.C. Almost three-fourths of their 1,051,452 members are outside the U.S.

In the history of Protestantism, as radical sects grew in size, they grew more conservative. Often they became denominations in the tradition of historic Christianity. Some Protestants, as Dr. Henry Van Dusen explains in his appraisal on pp. 122–124, expect this to happen with the third force. But these intensely independent sects reject the idea. They believe that joining the main stream of Christianity would cost them not only theological integrity, but something more profound: the feeling of closeness to God, which is at the very heart of the third force movement.



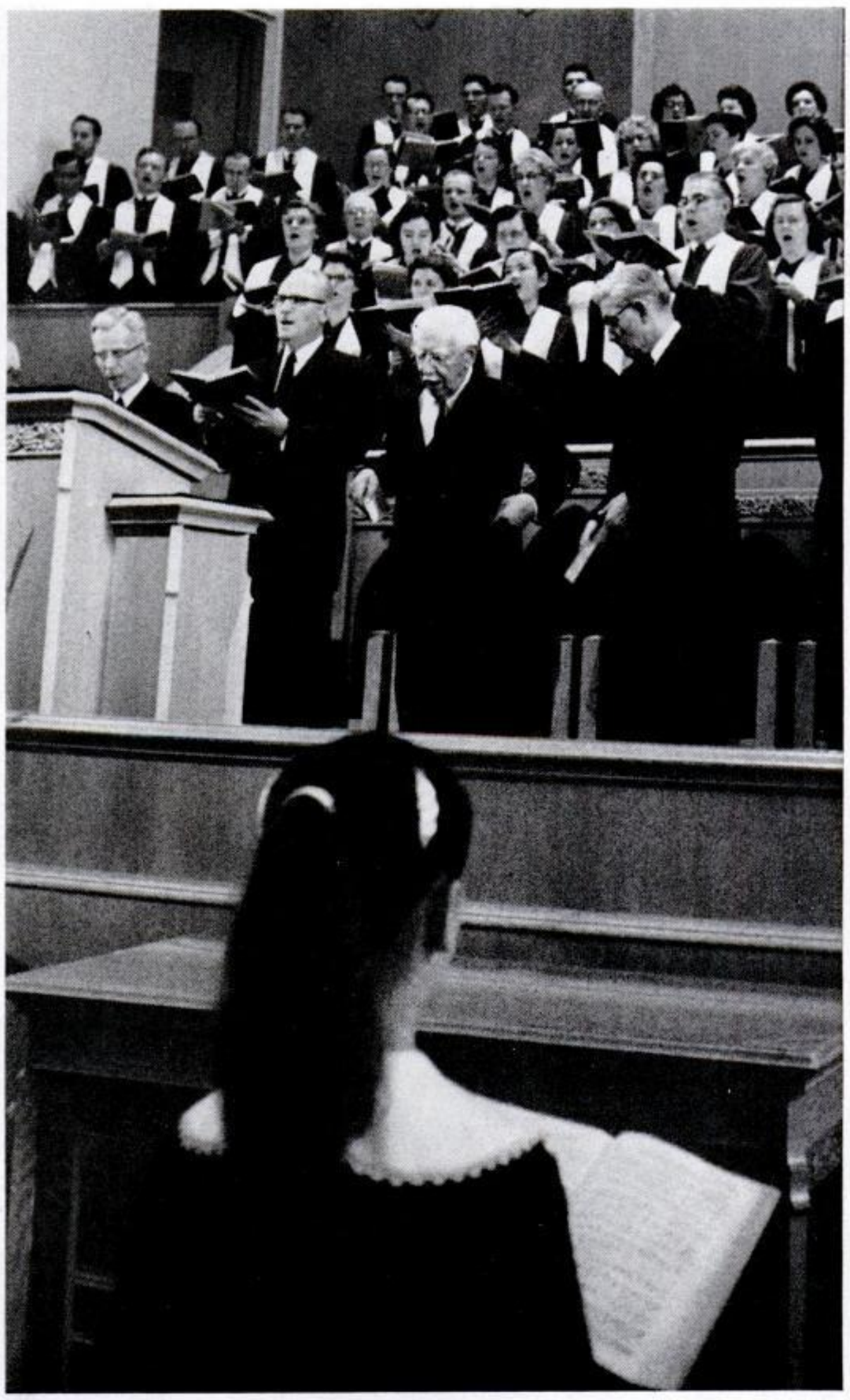
CHURCH OF CHRIST in New York City has as member and hymn leader well-known Crooner Pat Boone. Church's code is so strict Boone refused to kiss his movie heroine. Church bans musical instruments because unmentioned in Bible.



CHURCH OF GOD boasts new Charles E. Wilson Memorial Library at its college at headquarters in Anderson, Ind. The library was partially given by former U.S. Secretary of Defense, who is Methodist but once lived in Anderson.



CHURCH OF THE NAZARENE in Ludlow, Ky. greets group of new members with blessing by minister, Rev. Arthur Little. Though membership is smaller than surrounding old-line Protestant churches, Sunday congregations are larger.



SEVENTH-DAY ADVENTISTS have headquarters church in Washington, D.C. Here hymn, led by one of four ministers, is joined in by 8-year-old Debbie McBurnie (*foreground*). Service is held on Saturday, the Adventists' Sabbath.

AT ADVENTIST SERVICE, DEBBIE McBURNIE, WHOSE MOTHER IS IN CHOIR, CLOSES EYES IN PRAYER →

Copyrighted material



CONTINUED

Better than aspirin
even with buffering for
TENSE NERVOUS HEADACHES



Nervous tension headaches need the special relief Anacin® gives. Here's *why* Anacin is better than aspirin, even with buffering added. Anacin is like a doctor's prescription. That is, Anacin contains not just one but a *combination* of medically proven ingredients. Anacin acts to (1) relieve pain, (2) calm nerves—leave you relaxed, (3) fight depression . . . and Anacin Tablets do *not* upset the stomach. Buy Anacin today!

3 out of 4 doctors recommend the ingredients of ANACIN

FREE **SHINE CLOTH**
Now in Every Carton



GRIFFIN **MICROSHEEN**

• An exclusive fabric confined by Galey and Lord.

• Recommended wash-and-wear Dupont Blend of 67% Dacron and 33% Cotton.

• New lightweight 6½ ounce fabric.

• Color-mate trim of intimately blended Cotton and Nylon, treated with special silicones.



WASH AND WEAR
Feather Cool
SLACKS

AT LAST . . . the perfect-fitting practical slacks you need for cool, cool comfort. *"not a care in a pair."* New Ice-tone colors. Value-priced and exclusively Reston.

Write, we'll tell you where you may find your nearest Reston Slacks dealer.



THE HERCULES TROUSER COMPANY, COLUMBUS, OHIO

Force's Lessons for Others

by DR. HENRY P. VAN DUSEN

President of the best-known U.S. theological school, New York's Union Seminary, Dr. Van Dusen is also a noted Presbyterian and interchurch leader. He is chairman of the Joint Committee of the World Council of Churches and International Missionary Council.

TRADITIONAL Christians too often dismiss the churches of the third force disdainfully as the "fringe sects." But they are one of the most important facts in the Christian history of our times. Catholics and Protestants can all learn much of Christian value from them.

The phrase "fringe sects" is certainly misleading. The word "sect" was coined historically to designate and disparage those countless small, radical and originally despised expressions of the Reformation impulse—the Baptist, Congregationalist, Quaker, Mennonite, Methodist, Disciples and many others. These sprang up alongside the largest Reformation churches (the Lutherans, Presbyterians, Anglicans) and are now great churches themselves. The present third force groups, like those earlier sects, are rebelling from real or alleged faults in older churches.



DR. VAN DUSEN

As for "fringe," on the fringe of what? Perhaps on the fringe of traditional churches, but not necessarily on the fringe of Christendom. Many features of this "new Christianity" bear striking resemblance to the life of the earliest Christian churches as revealed in the New Testament. Peter and Barnabas and Paul might find themselves more at home in a Holiness service or at a Pentecostal revival than in the formalized and sophisticated worship of other churches, Catholic or Protestant.

In the U.S. the third force groups are mainly offshoots of Protestantism. The oldest of them, the Churches of Christ, trace their origin to the preachings of Thomas and Alexander Campbell, fervent Presbyterians of Pennsylvania who developed a following known simply as Christians about 1830. In the 1840s many Americans became absorbed in the doctrine of Christ's second coming and the Seventh-day Adventists grew out of various Protestant churches.

But abroad the third force also has Roman Catholic roots. Brazil has over two million Spiritists, one of the most amazing and fastest-growing religious prodigies on the earth today. Spiritism is a strange amalgam that mixes Catholic belief and practice with elements of voodooism, primitive animism and extreme emotion. Its followers are nearly all ex-Catholics and show parallels with some Protestant sects.

There are several sources of strength which have made the third force the most extraordinary religious phenomenon of our time. Its groups preach a direct biblical message readily understood. They commonly promise an immediate, life-transforming experience of the living-God-in-Christ which is far more significant to many individuals than the version of it normally found in conventional churches. They directly approach people—in their homes, on the streets, anywhere—and do not wait for them to come to church. They have great spiritual ardor, which is sometimes but by no means always excessively emotional. They shepherd their converts in an intimate, sustaining group-fellowship: a feature of every vital Christian renewal since the Holy Spirit descended on the Disciples at the first Pentecost. They place strong emphasis upon the Holy Spirit—so neglected by many traditional Christians—as the immediate, potent presence of God both in each human soul and in the Christian fellowship. Above all, they expect their followers to practice an active, untiring, seven-day-a-week Christianity.

There are shortcomings in the movement. Its intellectual outlook is quite limited. For the most part, it is blithely indifferent to scientific and historical advances, including the proven results of modern inquiry into the writing of the Bible and the development of the church. Its Christian message tends to be so simple as to be incomplete. Its spirit is all too often narrow, bigoted and intolerant.

But the groups in this movement are spreading with remarkable rapidity. Their churches are to be found literally in every corner of

CONTINUED



AMERICA'S SMARTEST HOSTESS WARE
Steri-lite
• Housewares
• Tablewares
• Giftwares



UNITED PLASTIC CO., FITCHBURG, MASS.

Springfoot Sox®
FOR BOYS FROM SIX TO SIXTY
39c pair AND UP
AT GOOD STORES EVERYWHERE



Get wonderful relief from overworked muscles with a gentle DERMASSAGE massage. Refreshes your skin, tones your muscles, relieves strains from sports, gardening, overactivity. 4,000 HOSPITALS USE IT ROUTINELY! Acclaimed by 78,000,000 users. Non-alcoholic, not greasy, can't stain.



FREE DISPENSER
with Family Economy Size

Total $2.10 value, only **$1.59**
no fed. tax

Guaranteed by Good Housekeeping

Copyrighted material

Winner!

Indianapolis "500"

Jimmy Bryan makes it 8 in a row for Mobiloil!



Drives to victory in his Belond AP Special



It takes a lead foot and an iron constitution to win the "big one"... the 500-mile Indianapolis race. It also takes a motor oil that will protect engine parts at blurring speeds—hour after hour. That's why this year's winner—like the last seven—rode with *Mobiloil*.

Mobiloil is the super detergent, heavy duty oil that protects fully at highest operating temperatures ... helps keep engines clean ... guards against corrosion and wear. You can get it for *your* car at your friendly Mobil dealer's. Why accept less than a winner—***Mobiloil!***





FOR THE BEST IN ENGINE PROTECTION—

You're Miles Ahead with Mobil

Mobilgas

Tune in "TRACKDOWN" *every Friday night, CBS-TV.*

SOCONY MOBIL OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION

New Mobil Sign of Friendly Service now going up everywhere

Copyrighted material





YOU'VE GOT IT MADE WITH HEUBLEIN COCKTAILS

Lucky the husband who's greeted at 6:00 with a kiss and a cocktail. A Heublein Cocktail—wonderful and no work. Mixed to perfection by experts. So have a Heublein together, tonight.

MANHATTANS—65 proof, made with private stock blended whiskey and fine vatted vermouth. 9 other popular kinds. G. F. Heublein & Bro., Hartford, Conn.

keep Heublein's on hand — always ready to serve

the world—in ones and twos in nearly every rural American community, in dozens and scores on the back streets of any American city, by the thousands and tens of thousands across Asia and Africa and Latin America. On a flight around the world, I once stopped in 20 countries and in each met with the leaders of traditional Protestantism. In every country they raised the same question. Typical was the Anglican bishop of Singapore, a broadminded missionary who asked me, "*What* are we to do about the sects? This is the problem which is troubling us all the most." In turn I asked, "Do you mean because they are reaching people you have not reached, or because they are drawing off your own adherents?" "Both," he replied.

In rural and urban America alike, the same question has often been put to me. At a conference in western New York, minister after minister from the countryside asked it. And some years ago not a single old-line Protestant church existed in a run-down area of Manhattan, while some 50 third force congregations were active there. This has spurred constructive work there by traditional Protestants.

The movement is even more active and numerous overseas than at home for the good reason that, without exception, its groups are militantly missionary. The Seventh-day Adventists, for instance, give generously to foreign missions, as well as having the highest per capita contribution of any Christian body—$212 a year for each U.S. member. In Latin America, where Roman Catholicism is the dominant faith in nominal allegiance, these groups are far bigger and more effective than traditional Protestants. In Chile, the latter have only 35,000 members while the third force claims 335,000. Only five out of the 37 Protestant missionary groups in Peru and Chile are from old-line churches. The new groups' spread in Africa is also spectacular.

Nor is their work limited to a preaching evangelism. Many of them, like the traditional Protestant missions, have extensive programs of education at all levels. And the Adventists carry forward superb medical work wherever they go. When I fell ill in Pakistan, a Methodist missionary took me at once to the Adventist hospital as "the one possibility for first-rate medical treatment." In Jamaica last year, as I was hunting out the only two graduates of Union Seminary on that island —themselves members of the Church of God, Anderson, Ind.—I passed a magnificent new hospital. "What a splendid government institution," I said. "No, it's Adventist," I was told. I asked, "Do you see much of them?" The reply came: "Only in case of illness. We all go to them for treatment."

What are the movement's prospects? No one can foretell whether this third force will persist into the long future as a separate and mighty branch of Christianity, or whether it will ultimately be reabsorbed into classic Protestantism as many spokesmen of the latter prophesy (Is their wish father to their thought?).

Until lately, other Protestants regarded the movement as a temporary and passing phenomenon, not worth much attention. Now there is a growing, serious recognition of its true dimensions and probable permanence. The tendency to dismiss its Christian message as inadequate is being replaced by a chastened readiness to investigate the secrets of its mighty sweep, especially to learn if it may not have important, neglected elements in a full and true Christian witness.

U.S. THIRD FORCE GROUPS

Below are listed the leading U.S. third force groups. Of the third force's world membership of 20 million, the largest single group is 8.5 million Pentecostals. The U.S. Pentecostal groups include the Assemblies of God, The Church of God (the Cleveland, Tenn. group) and all but two of the groups in the bottom half of this list. The several Churches of God listed have varying origins, but no present connections.

Churches of Christ	1,700,000
Assemblies of God	482,352
Church of God in Christ	360,428
Seventh-day Adventists	283,140
Church of the Nazarene	281,646
Jehovah's Witnesses	226,797
Church of God (Cleveland, Tenn.)	147,929
Church of God (Anderson, Ind.)	127,395
United Pentecostal Church	125,000
International Church of the Foursquare Gospel	110,568
Pentecostal Church of God of America	103,500
Christian and Missionary Alliance	83,778
Apostolic Overcoming Holy Church of God	75,000
The Church of God	70,941
Independent Fundamental Churches of America	65,000
Pentecostal Assemblies of the World	60,000
The Pentecostal Holiness Church	47,323

Copyrighted material



I'm gonna buy it, Larry!

That he is, Larry. When he saw that ad, he just had to go to see the product.

Of course, it won't be advertising that'll open your friend's pocketbook. When he does buy, it'll be his conviction, his decision. But advertising did open his eyes.

Just as advertising opened your eyes to many of the products you use right now.

And you still wouldn't know about some products unless companies knew advertising worked. This conviction gave them enough assurance of a market. And this assurance started them making the products in the first place.

Certainly, advertising is the only way you can learn so much about so many products in so little time.

Think of it this way, too. Every time these products turn up in a magazine like this one, they're appearing in court. They have to be right.

Advertising never "sold" you anything. But just maybe, it told you enough to make your life more agreeable in countless ways—smoother, smarter, more comfortable and more fun. Look at the things you use and see.

Another example of how advertising helps everybody. TIME INC., publisher of LIFE, TIME, FORTUNE, SPORTS ILLUSTRATED, HOUSE & HOME, ARCHITECTURAL FORUM and International Editions of LIFE and TIME.

Copyrighted material



Copyrighted material

THE MACMILLANS OF SUSSEX AND INDIANA

Spirited, forceful U.S. mother shaped character of Britain's leader

by ROBERT COUGHLAN

SUSSEX is picture-postcard England: all gentle groves and meadows, villages of half-timbered houses with roofs of mossy tile, and here and there, glimpsed through the old trees of a surrounding park, some stately manor or a castle with an ancient past. Birch Grove House, the country home of Prime Minister Harold Macmillan, lies in Sussex near the village of Chelwood Gate 38 miles from London. Mostly Georgian in style, with brick walls and ample windows and stone cornices, it is roomy and solid. From its polished hardware to the gardens and lawns that carry the eye down vistas lined with birch and oak and evergreen, everything speaks of comfort and prosperity—but also of moderation and judgment. So perfectly adapted is Birch Grove to the conservative political personality of its occupant that one could imagine it was built and is maintained by the Conservative party for this very purpose.

Actually it was built by the prime minister's parents, Mr. and Mrs. Maurice Macmillan. Or, as he has said in a light moment, "It was designed by my mother mainly. My father just paid the bills. You know what American women are like." Her name was Helen Artie Belles, and she came from the little town of Spencer, Ind.

Helen Belles Macmillan—"Nellie," as she was called from girlhood—not only built Birch Grove but seems to inhabit it still. She died in 1937, yet every part of the place contains some souvenir of her strong personality. Lady Dorothy Macmillan, although she loves to garden, has made few changes in the landscape that her mother-in-law created, and she shows one around with the somewhat detached pride of a custodian: ". . . Those azaleas *are* lovely—my husband's mother put them in. . . . The pool was her idea; it had been a small pond for watering the animals when this was a farm, and she had it rounded and cemented. . . . She planned all this. . . ."

The prime minister appeared from his study and soon was saying, "My mother was a woman of energy and imagination and she put a lot of both into this place. She was quite proud of it. I'm sure her happiest times were here. . . . Perhaps you'd like to see the upstairs part. . . . There are some pictures. . . ." He led the way up a broad staircase to a picture of an attractive dark-eyed girl in black lace with a splash of red flowers at the bodice. "Here she was when she was young. I think it must have been a good likeness." Farther along was a picture of a gray-haired dowager. "She was in her sixties here, I believe. I don't like the pose, but that's the way she preferred it." He opened the door to a spacious, sunny room with a view over the gardens and meadows to the edge of Ashdown Forest a few miles away. "This was her bedroom—very much as it was during her time except for these office pieces I've put into it. It's quiet and pleasant and I use it as a study when I'm out here." He picked up a photograph from the mantelpiece, a three-quarter view of Nellie in a modish black dress with a bustle. "This was when she was living in Paris before she met my father. And this"—pointing to a picture of an elderly, dignified, gray-bearded man—"was her father, Joshua Belles, my grandfather. He was an M.D. in Indiana and had gone to school there, but he came from Kentucky. I visited his grave in Indiana two years ago, and I am going back to speak at his school. . . ."

'Two countries, equal loyalty'

THIS week Joshua Tarleton Belles' grandson delivers the Commencement address at DePauw University in Greencastle, Ind. Macmillan had been to Indiana on an earlier sentimental journey in 1956 when he was Chancellor of the Exchequer. Now, returning clothed in all the prestige of the prime ministership, he comes as the very personification of Anglo-American unity. Perhaps because he looks and seems so very British a great many people in both countries tend to forget that he is anything else. But he has never forgotten. When he speaks of "the two countries to which I owe, from my double family tradition, an equal loyalty," there may be political hyperbole in the "equal loyalty," but there is no doubt about either the debt or the depth of Macmillan's feeling. He has said, "I share with Sir Winston Churchill the great privilege of having had an American mother. He and I have often talked about what we owed to our mothers."



NELLIE MACMILLAN, prime minister's mother, was 31 when she had this photograph made in Indianapolis on 1887 visit to U.S. with her British husband.

Macmillan has been in office now for a year and a half and may have an equal time to go, since a new British general election is not required by law until 1960. Whether history will assign him a status in any other way approaching Sir Winston's it is too early to judge—but what history has already done is to give him the qualities which made him prime minister and which control his behavior in that position now. The best place to look for their origins is within the family, for to an unusual degree the influences that made him what he is were family ones.

This, then, is the story of the Macmillan family, and especially of the American mother "to whose devotion, love and courage," he has said, "I owe everything in the world."

In 1849, a year when many adventurous young men were heading west to the California gold fields, Joshua Tarleton Belles, a tall, slim, soft-spoken man of 23, left Kentucky to come to Indiana. Joshua was as interested as anyone in the news of gold, but he wanted to be a doctor, and in Indianapolis a new medical school was being opened as part of Indiana Asbury University (forerunner of today's DePauw). The school turned out to be a short-lived enterprise. It closed in only four years but not before it had graduated 40 M.D.s, among them Joshua in 1851.

The year earlier he had met and married a big-eyed girl named Julia Reid,

← PRIME MINISTER MACMILLAN AND WIFE SPEND QUIET MOMENT AT BIRCH GROVE, COUNTRY HOUSE HIS MOTHER BUILT

CONTINUED 127

Copyrighted material

daughter of a family which had settled in Indianapolis from New England. During the next dozen years they were to have five children, but only one survived. This was Helen Artie, known as "Nellie," born on August 20, 1856.

Nellie was to keep only a few misty memories of her mother, for Julia herself died when the girl was only 6. Dr. Belles soon married again and had four children by his second wife, with the consequence that Harold Macmillan has several American half cousins.

In the same year as the new marriage Dr. Belles moved to Spencer, a pretty village of some 600 population, set in amongst the rolling hills and woods and glens that still make that part of Indiana a lovely place. Here Nellie passed her childhood and most of her girlhood, and it was Spencer that she always thought of as home and to which her memories often returned.



MOTHER'S FRIEND, Mrs. Laura Kenworthy, who knew Nellie as girl, greets Macmillan after church service during his Indiana visit two years ago.

Nellie had great natural vivacity and was brimming with interest in life. She had a good voice and very early was showing it off in the choir of the Methodist church. As a child she went to the one-room, red brick schoolhouse in Spencer, but in her teens Joshua sent her to Miss Henrietta Coglan's finishing school for girls in Indianapolis, where she acquired the "classical education" appropriate for young ladies. She spent her summers in Spencer and enjoyed the lively social life of the town, which was growing fast. In later years she used to tell about the gay balls and lantern-lit garden parties she attended. She had many girl friends and several beaus. Soon she fell in love with one of them, a young Indianapolis artist named John Bayliss Hill, and in 1874 she married him. She was then 18.

Within a year her husband died. For a while she stayed in Indianapolis at the home of Mrs. Zerelda Sanders Wallace, a family friend. During the next few years she lived between there and her father's house in Spencer, "helping out" at both places and keeping up with her music. Then came the decisive event of her life, the chance to go to Paris to study singing.

"Knowing my mother's ardent temperament and great sense of adventure," Harold Macmillan has said, "I am not surprised that she seized an opportunity which offered itself to go." With a little money she had inherited from her husband and some help from her father and the Wallace family, she was able to make the journey.

For anyone interested in the arts, no place could have been more exciting than Paris in these years. The great impressionists were just beginning to attract notice, and in music as well there was an atmosphere of freshness and challenge. Nellie, with her cheerful self-assurance and her friendliness, soon made herself a part of this scene. She grew to know many of the leading painters, writers and musicians; she took up sculpture as well as singing; she studied French until she was completely fluent and could make money doing translations. She stayed on in Paris for several years—and one day, through mutual friends, she met a tall, attractive visitor named Maurice Macmillan. He was a schoolmaster, a classics teacher at England's famous old St. Paul's school for boys. But he was interested in music also and had come to Paris on his vacation to study.

In the book-lined library at Birch Grove House, Harold Macmillan sat in a big easy chair and let his mind drift back over the decades to the formative years of his life. "Of course, in those days the position of parents was a bit different. They were in authority and did not talk much about themselves to their children, and children did not usually ask, so there are many things about my parents' lives that I never knew. But in general, in their personalities and approach to living, they were quite unlike each other. And I suppose I owe dissimilar things to them. My father was rather retiring and introspective; he was an intellectual person with a gentle and modest nature. My mother was an exceedingly vigorous and outgoing personality, with much charm. She liked to have a lot of people around and she liked to join and organize and build. She enjoyed all that. She was fearless and had great determination and power of concentration. She was a very spirited person.

"As for what I think I may see of them in myself, I have never liked the rougher side of politics. Often I've been repelled, in starting off for some meeting, at the thought of the heckling and din and the having to attack and defend and all the rest of it that is part of a campaign. But I used to think to myself, 'My mother would know how to do this, or she would approve of my doing it,' and this would make it easier. I doubt that I would have gone into public life except for her influence.

"But I think that for anyone charged with public duty, the other quality is just as important. One needs the active characteristics in order to win office and to carry out policies, but the inner, contemplative ones are necessary for the wisdom to make the good policies. What I have of that part, I should think I owe largely to my father."

The father's family

MAURICE MACMILLAN was the son of Daniel Macmillan, who in turn was the son of a farmer from the isle of Arran near Scotland. Apprenticed to a book seller on the mainland, Daniel had gone on to acquire a bookstore of his own and finally to become a book publisher. The great growth of Macmillan & Co. Ltd.—destined to be one of the world's largest book publishers—was still in the future when Nellie and Maurice were married, but already it was thriving, and the circumstances are important enough to be worth relating.

The first successful Macmillan bookstore, which Daniel ran with the help of his younger brother, Alexander, was in Cambridge, and the first books they published were textbooks. But the great early impetus to the publishing end of the business was from two novels. These came along as a result of the brothers' involvement in Christian Socialism, a movement which aimed to bring Christian ethics into government and industry. The Macmillans, raised as Presbyterians, had joined the Anglican Church partly because of a book by the Rev. Frederick Maurice. Upon meeting him in person they formed such an admiration that they were converted to the Christian Socialist ideas he held.

When Daniel and Alexander branched into publishing, the Rev. Mr. Maurice was among their first authors, and before long he was joined by two Christian Socialist disciples, the Rev. Charles Kingsley and Thomas Hughes. Kingsley, noted for his theological writings, proceeded to write one of the most celebrated of English novels, *Westward Ho!* Hughes, a lawyer, tried his hand at a nostalgic boyhood story and produced *Tom Brown's School Days*, one of the great popular successes of all time.

This occurred in the 1850s when Maurice Macmillan (named for his reverend godfather) was still a small child. Daniel barely lived to see these triumphs, for he died in early middle age, and Alexander loyally raised Maurice and his two brothers and sister as his own children. Alexander's business judgment proved as good as his heart. The firm prospered, adding such names as Tennyson and Herbert Spencer to its lists, and by the time Maurice had reached manhood it was securely established in London as one of the prominent publishing houses. Maurice could of course have joined it any time he wanted to, but his interests were scholarly, and a brilliant record in classical studies at Cambridge led him



MOTHER'S HOME in Spencer, Ind. was inspected by Macmillan on his 1956 trip. He did not enter old house, which had been recently gutted by fire.

CONTINUED

Copyrighted material



New Sea-Horse 10—seven pounds lighter—$310



QUIET! The new Sea-Horse 10 throttles down smoothly to glide you up to a fishing spot with scarcely a ripple. Full-range silencing. Forward neutral-reverse gearshift.



DEPENDABLE! The new Sea-Horse 10 starts easily, runs like a watch. And Johnson's slip-clutch propeller protection completely eliminates drive pin worries.



POWERFUL! The new Sea-Horse 10 packs plenty of wallop to power large open fishing boats and light runabouts in all kinds of weather and water.

New Sea-Horse 10-more fun, less cost, this year!

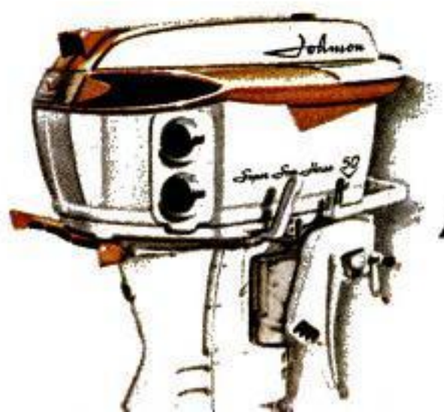
Cruising . . . fishing . . . island camping under the stars . . . this year more families than ever before will discover the adventures of boating. And this is the motor that will help them do it—the new Sea-Horse 10. Backed by years of family-proved dependability, this Johnson stalwart is now seven pounds lighter for easier handling—and costs less than last year, too!

Of course, there are many other Sea-Horse models for you to choose from. They range in size from the peppy, pram-sized 3 hp to the magnificent new four-cylinder V-50. Every one of them is built down to the last bolt with traditional Johnson precision. Prices run from $160 to $840. Twelve-volt electric starting is available on 18s, 35s and V-50s.

Plan now to see them all at your Johnson dealer's. For his address, look under "Outboard Motors" in the classified section of your phone book. Remember, nearly two million dependable Sea-Horses prove *Johnson knows best!*

FREE 1958 SEA-HORSE CATALOG! *Write: Johnson Motors, 338 Pershing Rd., Waukegan, Ill. (Div. of Outboard Marine Corp. In Canada: mfd. by Johnson Motors, Peterborough, Ont.) Prices f.o.b. factory, subject to change.*

New Super Sea-Horse V-50. World's first V-engine outboard! 4 cylinders, 50 hp. Brings fine car V-engine smoothness, silence and response to outboarding.



First in dependability...

Johnson

pioneers of the "V" age engine

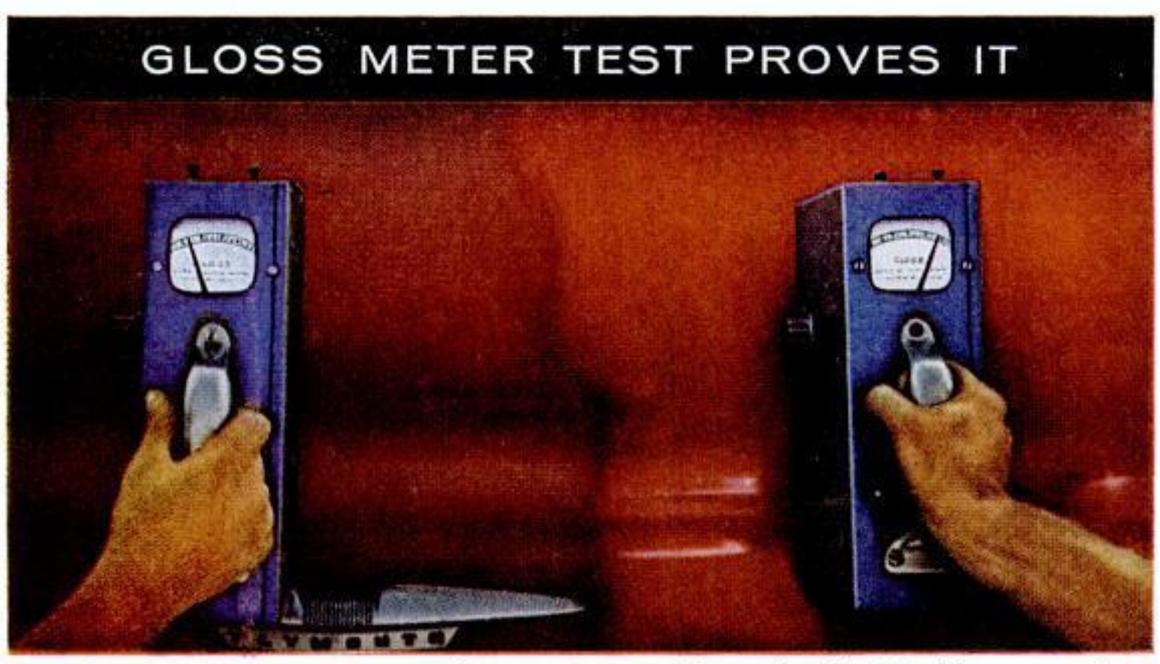
Copyrighted material

New color brilliance now so easy

with color enriching DU PONT №"7" POLISH



GLOSS METER TEST PROVES IT

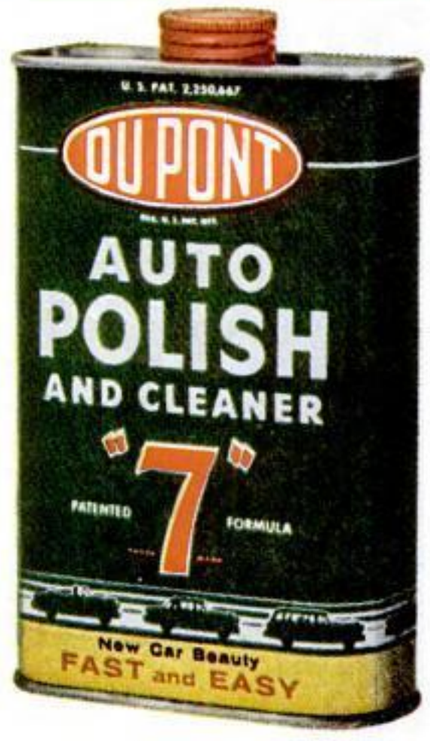


Weathered finish at left gives a gloss reading of only 25. After use of Du Pont No. "7" Polish, it reads 91 – equal to new-car color brilliance!

Faster, easier, because color-enriching Du Pont No. "7" Polish *pulls grime away from paint.* As you spread it on, special ingredients loosen every speck of dirt, grime, traffic film, make cleaning easier. Then the drying polish *lifts up* the grime so you can whisk it off easier! Exclusive in Du Pont No. "7" Polish. At service stations and auto supply stores. Only $1.50.

DU PONT
REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*



Copyrighted material



NELLIE IN PARIS studied sculpture and singing, joined in the artistic ferment of the 1880s. Here she and other students display their handiwork.

THE MACMILLANS CONTINUED

naturally into teaching. He was 30 years old, and seemingly committed to teaching as a lifelong career, when he and Nellie met.

But Nellie was not meant to be a schoolmaster's wife. With her restless vitality and imagination she welcomed a larger arena than the campus. Before their marriage in 1884, Maurice joined the publishing company, where his older brother Frederick and his cousin George had already taken over a good part of the operations from the aging Alexander. The rest of Maurice's life was spent there and he proved well suited to it. Specializing in the textbook end, he was chiefly responsible for building this into an extraordinarily large and profitable part of the business.

He and Nellie settled in London, with country weekends often at Knapdale, Alexander's fine old manor house in the suburb of Upper Tooting. She was easily accepted into the family. Her French years gave her an advantage with Alexander's second wife, a Frenchwoman named Emma Pignatel, whom he had married after being widowed, while the fact that she was an American was an asset in Alexander's eyes. In a letter to a friend he once exclaimed, "America! the land of life, of liberty, the hope of the world. . . ." Frederick, who had spent five years in the U.S. helping to organize an American branch which was to become one of the biggest in the country (sold several years ago to an American syndicate), had also married an American girl, Georgiana Warrin. However, they had no children, and the arrival of three boys—Daniel, then Arthur, then Harold—to Maurice and Nellie was accordingly a special joy for Alexander. Harold (actually Maurice Harold, but called by his second name to avoid confusion), born on Feb. 10, 1894, was 2 years old when this surrogate grandfather died. Under Maurice's tutelage he grew up with stories of Alexander's goodness and of his devotion to Harold's real grandfather, Daniel, who in the minds of all three boys became a figure of almost superhuman virtue.



NELLIE'S FATHER was Dr. Joshua T. Belles. He was born in Kentucky, raised family in Indiana.

Nellie soon acclimatized herself to English life and was active in the social pursuits and committees and charities which, as the wife of a prominent publisher, it was appropriate for her to patronize. She never forgot Indiana, however, and she was able to make two visits there. The first time, in 1887, three years after the wedding, Maurice went along to meet his father-in-law and to be shown off to her old friends. They made a romantic and fairly dazzling impression in Spencer. Maurice, it is remembered, was handsome and dignified. His tall silk hat attracted special attention, and it was reported by the maid at the Belles house that he put his boots outside the bedroom door each night, which mystified her until she learned that she was supposed to polish them. Nellie made her homecoming in a dark red dress which set off her dark hair and eyes, and also wore a high-crowned hat with a long plume trailing down behind. Joshua Belles,

CONTINUED



you can easily tell...they're "Matchmakers"

Like Father, like Son... match-mates as interpreted by Paddle & Saddle. Handsome hug-waist jacket, washable rayon acetate and nylon sheen gabardine with color-coordinated trim on cuffs, pockets and front. Patterned sport shirt; solid-color collar, cuffs and pocket trim. Wonderful choice of colors!

Men's Jacket $5.95; others from $3.95
Boys' Sport Shirt $2.95; others from $1.69

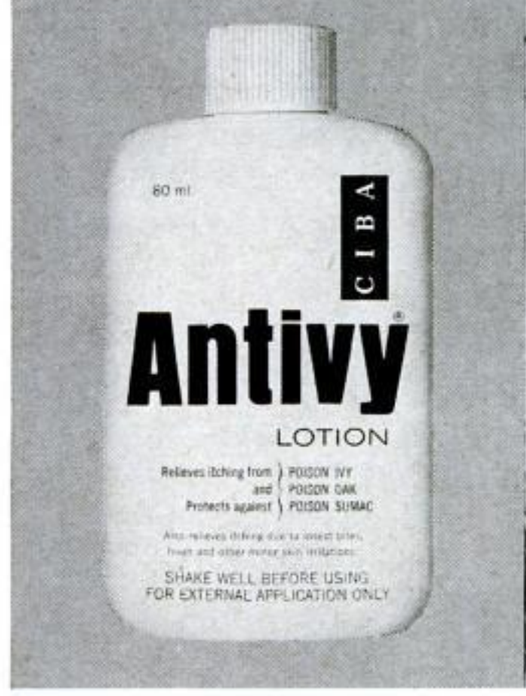
Guaranteed by Good Housekeeping

paddle and saddle® sportswear

Write for name of nearest store

RELIANCE MFG. CO., 350 FIFTH AVE., N.Y. 1 • MAKERS OF BIG YANK MATCHED SETS

for poison ivy, oak, sumac





stops itching . . . even before it starts!

Antivy quickly relieves the itching caused by poison ivy, oak and sumac. Not only that, it actually counteracts the irritant responsible for the rash by coating the skin with a protective "antidote" film. For relief of poison ivy rash, ask your druggist for Antivy. Better yet, get Antivy beforehand to prevent the rash. It will save you days of grief.

ALSO RELIEVES ITCHING OF INSECT BITES

Not available in Canada

Copyrighted material





MACMILLAN FOREBEARS, Harold's grandfather Daniel (*left*) founded book firm which father Maurice (*righ.*) helped make one of world's largest.

THE MACMILLANS CONTINUED

by then past 60, lived up to the occasion by inviting the whole of Spencer and Owen County to a gala reception. His own home being inadequate, he arranged to use a nearby house which gloried in a double parlor and a piano.

Afterward Nellie and Maurice visited Indianapolis where, among other honors, they were guests on "President's Day" at the Women's Club. The minutes report that after the toasts and greetings from members, "Mrs. Maurice Macmillan of London then entertained the club with readings and joined Mr. Macmillan in two duets." She came home again alone the year of Harold's birth to see her father one more time. Although this was her last visit, she kept up correspondence with friends for many years, and the occasional visitor to London from her part of Indiana was always a welcome guest at her home. She liked to take them to see the Macmillan office, where they were invited to pick out a book or two as souvenirs, which both she and Maurice then autographed.

The double autographing symbolized a condition, not a pretension. Nellie was interested in business, had an excellent head for it and in the informal family councils where the firm's plans were evolved she acquired powerful influence. This was increased still more when, as a patroness of a boys' school, she kept an eye out for the brightest students as potential Macmillan employes. In the end a large portion of the staff was made up of men who had been her protégés, and she came to the office often to check up on their progress and to make sure they were doing their work and behaving themselves. (The young ones, when leaving the place at closing time, were to walk together in pairs, the better to resist temptation from unvirtuous women they might encounter.) Her attitude had nothing to do with "feminism." On the contrary she felt that women had no place in business and that a woman's greatest pleasure and highest duty was to comfort, encourage and advise men, particularly, of course, her own husband and sons. She never stinted in her advice.

The careful Macmillans

NELLIE did not believe in ostentation. She was very cautious with money and indeed she used to remind her family, "That's what made the Macmillans—being very, very careful." To save money, Maurice's linens and most of the children's clothing were made at home. She kept the keys to the pantry and portioned out food to the cook according to a daily menu she wrote on a slate. Nothing was wasted and nothing useful ever was thrown away. By 1906, however, she and Maurice had saved enough so that she felt justified in adding a house in the country to their comforts, and it was then that Birch Grove was bought. It was a far different place than it became: an old and chronically damp farm manor house. But Nellie improved it with inexpensive touches and made it a pleasant place for holidays. They all enjoyed it, Maurice not least, for he loved to bicycle, and he spent many happy hours and days on solitary tours through the pretty Sussex countryside.

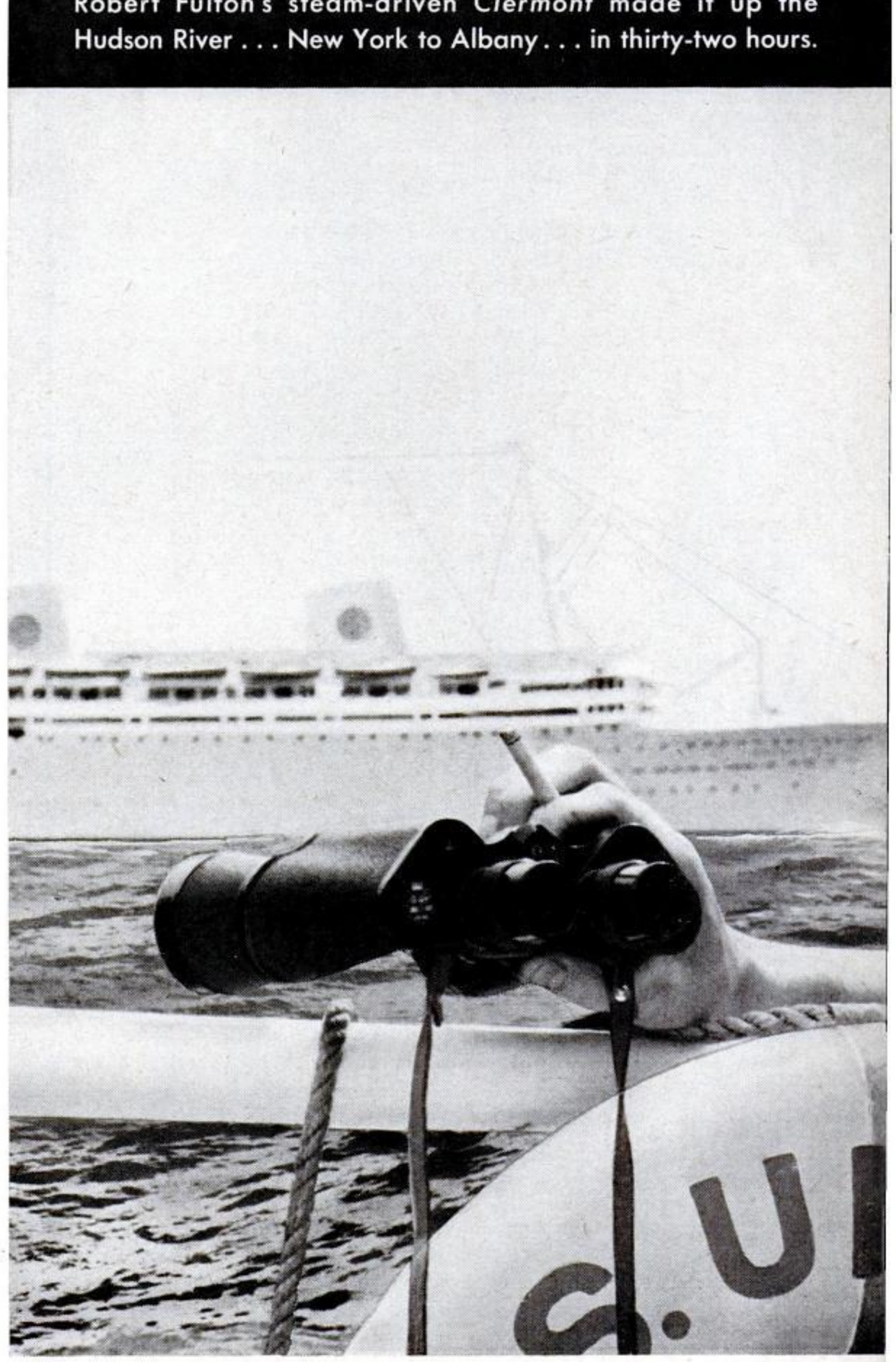
Harold was 12 then, and already Nellie's special hopes had begun to center on him. She was decidedly ambitious for the three boys, and she insisted not only that they have the best in schooling (they learned French in the nursery) and in opportunities of every kind, but that they give the best of themselves to whatever they did. Consequently there was always an air of purpose in the house. Not of solemnity—there were jokes and high spirits and vehement family debates, encouraged by Maurice, on socialism and Darwin's theory and similar

CONTINUED

THEY SAID IT COULDN'T



"Couldn't be done. Couldn't be done." That's what people said about the idea of running a boat by steam. But in 1807 Robert Fulton's steam-driven *Clermont* made it up the Hudson River . . . New York to Albany . . . in thirty-two hours.



Copyrighted material

BE DONE — BUT HERE IT IS!

PUFF BY PUFF
TODAY'S L&M
GIVES YOU

Less tars & More taste

They said it couldn't be done . . . a cigarette with such an improved filter . . . with such *exciting* taste. But **L&M** did it! **L&M's** patented filtering process electrostatically places extra filtering fibers crosswise to the stream of smoke . . . enabling today's **L&M** to give you – *puff by puff* – less tars in the smoke than ever before. Yet **L&M** draws easy . . . delivering you the *clean rich taste* of the Southland's finest cigarette tobaccos. The best tasting smoke you'll ever find!



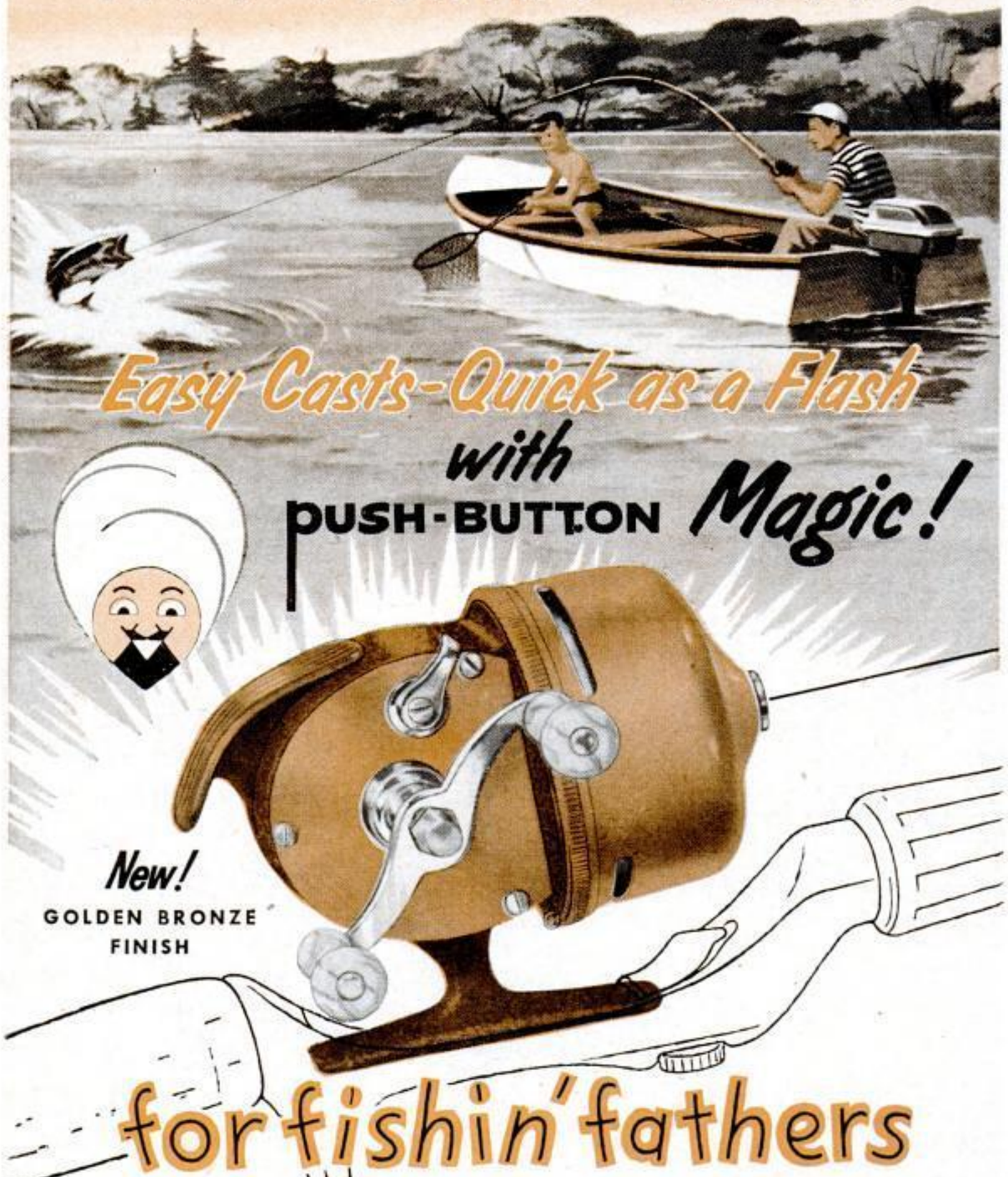
Live Modern... change to modern L&M

©1958 LIGGETT & MYERS TOBACCO CO.

Copyrighted material

Shakespeare

FINE FISHING TACKLE



Easy Casts-Quick as a Flash with PUSH-BUTTON Magic!

New! GOLDEN BRONZE FINISH

for fishin' fathers

Shakespeare

PUSH-BUTTON

WONDERCAST

EASY CASTS—QUICK AS A FLASH! Just a push of the button and a swish of the rod—presto—push-button fishing! Long, easy casts every time—like magic—*without backlash.* (above) *No. 1776* beautiful golden bronze finish with approx. 100 yds. 6 lb. line..... **$22.50**
(Other push-button reels from $16.50)

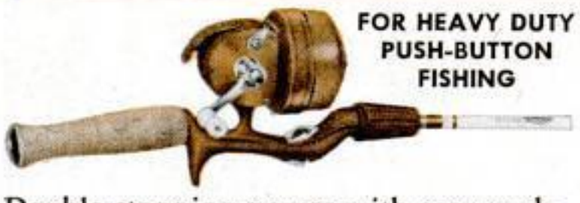
FATHER'S DAY JUNE 15

There's a happy thrill in store for dad when he opens that Father's Day gift of Shakespeare fishing tackle—*but that's only the beginning*—the real thrills are still to come in the years of happy fishing fun ahead. See your Shakespeare dealer today—he'll be glad to recommend the right Shakespeare tackle to help "dad" get his limit in fish and fun.

OR IT'S EASY TO GIVE A SHAKESPEARE GIFT CERTIFICATE



But, be sure the famous Shakespeare name is on the tackle gift he gets.



FOR HEAVY DUTY PUSH-BUTTON FISHING

Double stopping power with easy push-button operation. *No. 1777* heavy duty WonderCast in golden bronze finish with approx. 100 yds. 10 lb. line..... **$23.95**
No. 1577 matching yellow 'n bronze, 2-piece Wonderod, Tru-Aim handle, 6′ or 6′6″..... **$16.95**
(Other push-button Wonderods from $7.95)



FOR THE SPIN FISHERMAN

No. 1870 Deluxe Spin-Wondereel for long, *accurate* casts..... **$24.95**
(Other Shakespeare spinning reels from $15.50)
No. 1463 matching 2-piece yellow 'n bronze Wonderod, stainless steel guides, chromed top, 6′6″ & 7′..... **$18.95**
(Other Spin-Wonderods from..... $9.95)



FOR THE BAIT CASTER

No. 1928 Direct Drive bait casting reel with famous L.Q.T. (lighter, quieter, tougher) nylon gears..... **$13.50**
(Other bait casting reels from $5.95)
No. 1571 matching yellow 'n bronze Wonderod, straight-fiber tubular glass—famous True-Aim handle..... **$14.95**
(Other bait casting Wonderods from $5.95)



FOR DISCRIMINATING FLY FISHERMEN

No. 1836 Tru-Art Deluxe automatic fly reel in beautiful Golden Bronze finish **$15.00**
(Other automatic fly reels from $9.50)
No. 1450 matching 2-piece fly Wonderod. You can "feel the difference" in action, power, accuracy..... **$18.95**
(Other fly Wonderods from $15.95)

SHAKESPEARE COMPANY, KALAMAZOO, MICHIGAN



WEDDING of Macmillan and Lady Dorothy Cavendish took place in London in 1920. He was aide to her father, Canada's governor general.

THE MACMILLANS CONTINUED

topics of the day. But hard work was so much the rule that even on holidays the boys had to put in a stiff regular quota of time on their schoolbooks.

All were bright, but their personalities and abilities differed. Daniel, much like his father, was reserved and shy and his interests were intellectual ones. Arthur, the second son, was a sweet-natured but rather delicate boy who had to be kept at home a good deal with tutors. Harold—as Nellie's loving but appraising eye could not miss—seemed to be exceptionally well balanced emotionally and to have both an ingrained conscientiousness and an excellent mind. A boyhood friend remembers: "His character didn't 'develop,' it merely deepened. He's always been calm—I hear he has a temper but I've never seen him lose it—and intelligent and courageous. There was a shrewdness about him then, too, a cool down-to-earth way of calculating things, that I suppose he got from his mother."

The great expectations began to be justified when Harold won a scholarship to Eton. After a brilliant scholastic record there he went on as an "Exhibitioner," a form of scholarship, to Oxford's Balliol College. *Isis*, the undergraduate magazine, commenting on his performance in the Oxford Union, called him "quite the most polished orator in the Union, perhaps just a little too polished."

Accepted into the fashionable Grenadier Guards when the war came, he rose to the rank of captain. He was wounded three times, most seriously when he was trapped in no man's land and had to wait 12 hours for medical corpsmen to reach him. With his men dead all around him, he pulled himself into a shell hole and whiled away the hours by reading a copy, which he happened to have in his rucksack, of the plays of Aeschylus in the original Greek. Invalided out and sent to a military hospital in England, he was getting worse instead of better when Nellie arrived on the scene. "My mother had no respect for generals," he recalls, "and especially British generals. She was always extremely proud of having had an ancestor on her mother's side who signed the Declaration of Independence. By ignoring rank and by sheer will power she got me out of that hospital and put me into a better one, and probably saved my life."

After the war he returned to Oxford to study classics, and then went out to Canada as aide-de-camp to the governor general, the Duke of Devonshire. And there he fell in love with the duke's handsome second daughter, Lady Dorothy Cavendish. They were married in London in 1920 in a ceremony attended by scores of noble connections of the bride's, including the dowager queen, Alexandra.

The scene impressed but did not awe Nellie. She had always felt more admiration for the man who rose by his own abilities than for any aristocrat. This was the idea that had made America a great country, she liked to point out, and it had made the Macmillans too. Still, the advantages of the match were crystal clear to her. As a relative has said, "She wasn't a snob, but she was right pleased when her promising son married the daughter of a duke."

Harold came into the publishing business directly after the marriage. He has never left it, actually, although during his service in the

CONTINUED

Copyrighted material

Move up to quality-



THE BEER THAT MADE MILWAUKEE FAMOUS

Move up to Schlitz!

It's part of our American dream—this moving up to better things! It doesn't always cost a lot more. Refreshing Schlitz is within reach of all—one of the finer things everyone can afford.

World's best seller at any price

©1958 Jos. Schlitz Brewing Co., Milwaukee, Wis.

Copyrighted Material

Introducing International's

NEW TUFTED MODERNS

...two dramatic designs...as comfortable as they look...and for a special surprise, look at the prices!

Now you can decorate your room in the most sumptuous, tufted fashion . . . even on an un-upholstered budget. Choose "Fantasy," the fabulous fan-tufted design up top, or "Fortune," the biscuit-tufted beauty shown below it. Choose from two "miracle" coverings—Orlon or Celanese Acetate—miraculous the way they scoff at wear and soil. Choose from these luscious colors gold, turquoise, coral, aqua, brown, black, green, natural, or beige. Isn't it fun to be choosey?

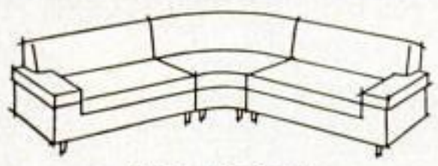
PIECES PHOTOGRAPHED: (Available in either "Fortune" or "Fantasy" designs.) Sofa, $169.50; Lounge Chair, $79.50; Arm Sectionals, $124.50 each; Center Sectional, $129.50. With International's famous Sturdi-Lux spring base construction. Foam rubber cushions slightly higher.

For a world of comfort
. . . look for this International label



international *Furniture*

Division of Schnadig Corporation
4820 West Belmont Avenue, Chicago 41, Illinois


3 Piece Sectional


Sofa


Lounge Chair


Swivel Rocker



Left and Right Bumper Sectionals

ALL OF THESE PIECES AVAILABLE IN BOTH "FANTASY" AND "FORTUNE" DESIGNS

Copyrighted material

government he necessarily has been detached from it. Gradually he took over more and more of the business and financial side of the company. He did much to expand the textbook business and to develop the foreign branches. As an editor he tended to specialize in books on politics and economics and social theory.

His personal views on these matters were, for want of a better political label, Conservative, and when he ran for Parliament in 1923 it was with the auspices of that party, although at heart he was a reformer. Defeated on his first try in the rugged shipyard and foundry district of Stockton-on-Tees that he was bold enough to contest, he ran again in the same district in the 1924 general election, and that time—with Lady Dorothy canvassing energetically among the workers' wives—he went to Parliament.

Nellie was 68 years old when this happened. Her sons were all grown men, and in general terms their futures were not hard to surmise. Daniel, the eldest, had gone into the business after Oxford and distinguished himself as an editor, and in the natural course of things some day would be the head of the firm (as he is). He had been married for some time, but had no children. Arthur had become a barrister. He married much later but also had no children. Harold and Dorothy, on the other hand, had already produced a son, who was named Maurice, and the first of the three daughters who were to follow. With a young family they would have good use for a country place.

But also, in that connection, there was Harold's new status as a member of Parliament to think about. He liked politics and seemed to have the attributes that make for political success. A country house, a place where one could invite a few well-chosen weekend guests, for good talk and some drinks in a relaxed atmosphere, could be extremely useful to a rising politician. Birch Grove's location was ideal, being definitely rural yet only a few hours' drive from London. But the old house, which had been good enough for the family's own holiday use, was an inadequate setting for such a purpose. Nellie hesitated only briefly. Then in 1926 she tore the original building down and started work on the present mansion.

Nellie's new house

SHE planned and supervised the new place in every detail from chimney pots to the cornerstone, which was laid ceremonially by her little grandson Maurice, age 5. Everything was of the very best materials, for she believed that quality paid in the long run, but she counted each penny and knew where it went. With her business instincts honed to a fine edge, she personally bought the marble mantelpieces, the roof tiles, the fine flooring and all the rest of it, and hired the workmen and checked their progress.

The end result pleased her immeasurably. Having created Birch Grove, she became somewhat fanatical about protecting it and spent a good deal of time manipulating the drapes to keep the sun from fading the rugs, closing the windows if it looked like rain, and making sure that the grandchildren stayed off the main hall stairway with their potentially muddy shoes and unreliable small hands. For although the house was Harold's or at least was to become his—that was understood in advance—she and Maurice lived there also, and inevitably she dominated the new environment as she had the old. Lady Dorothy had the benefit of her constant advice, particularly as to the amount and kind of entertaining which could best help Harold's career.

Despite all Nellie's efforts to smooth the way, that career followed a rocky course that must sometimes have disconcerted her. Defeated and out of Parliament in 1929, elected again in 1931, he returned to become a vehement critic of his own party, which he felt was much too conservative in its handling of depression problems. Under the gloss acquired from Eton, Oxford, the Guards and the ducal in-laws, there remained a large legacy from the Christian Socialism of Daniel and Alexander, and from the straightforward political and social democracy of Nellie's Indiana. Calling the Conservative leaders "a bench of disused slag heaps," he demanded a progressive capitalism or even perhaps "a synthesis of capitalist and socialist theory." Through the whole Baldwin-Chamberlain era of the 1930s, in fact, he was a dissenter. Not until a fellow dissenter, Winston Churchill, came to power was he given the first of his long series of responsible offices. Never from either Nellie or Maurice was there a suggestion in favor of expediency. "They both had an inflexible morality," Harold Macmillan has said. "They believed in right and wrong and that one had the duty to speak out about them. The truth was sacred. My mother was absolutely relentless about it; she could excuse almost anything as long as you told the truth."

Ten years were to elapse between the building of the new Birch Grove House and the death of Macmillan's father, and in the main

CONTINUED



Nothing cuts distance like a telephone call.

Friends and family far away are always at your finger tips. All you have to do is lift the receiver and you're on your way for a voice visit any place you please.

Why don't you make your call right now!

YOU SAVE MONEY
WHEN YOU CALL STATION-TO-STATION
instead of Person-to-Person

For example:	First 3 Minutes Person-to-Person	First 3 Minutes Station-to-Station	Each Added Minute (applies to all calls)
New York to New Haven	60¢	40¢	10¢
Chicago to Louisville	$1.10	70¢	20¢
Norfolk, Va., to Boston	$1.40	90¢	25¢
Denver to San Francisco	$2.05	$1.35	35¢
Dallas to Philadelphia	$2.25	$1.50	40¢

These rates apply nights after 6 o'clock and all day Sunday. Add the 10% federal excise tax.

BELL TELEPHONE SYSTEM
Call by Number. It's Twice as Fast.

Copyrighted material



AT DEALERS WHO **care** FOR YOUR CAR IN EVERY STATE, AND IN CANADA AT B/A DEALERS

LIFETIME GUARANTEED Hallmark 231 S. JEFFERSON ST., CHICAGO

17, 21 and 25 Jewel Watches
* * *
Star of Glory Diamond Rings
* * *
Cultured Pearls • Gift Rings
* * *
Write for Names of Distributors

Awards . . . Business Gifts of Highest Prestige

PULVEX
AEROSOL FLEA KILLER



NEW 30-SECOND TREATMENT!
Fastest way in the world to kill fleas, lice, ticks . . . just spray your dog with PULVEX Aerosol Flea Killer. No muss, no mess; banishes doggy odors. At pet, drug, department stores.

How Government Hospital Stopped Athlete's Foot Itch!

Relieves itching torture instantly — destroys fungi on contact!

At first sign of agonizing toe itch, use amazing Ting Medicated Cream! Tests by government hospital prove Ting brings relief three ways: (1) Instantly relieves itching and soothes sore, burning skin! (2) On 60-second contact, destroys fungi that cause Athlete's Foot! (3) Aids healing of cracked, peeling toes. Ting's "dry cream" formula dries quickly to an antiseptic powder that clings . . . continuing relief for hours! Greaseless, stainless. At all druggists. Only 79¢. Money back if not satisfied. **©1958 Pharma-Craft Corp.**

STOMach gas?

GET TOTAL RELIEF FROM EXCESS STOMACH ACIDS IN SECONDS!



TUMS ARE ECONOMICAL—3 ROLLS ONLY 25¢

Garden Hose by GERING

SOLD EVERYWHERE!
Plastic GARDEN HOSE
Guaranteed by Good Housekeeping
GERING PRODUCTS, INC., Kenilworth, New Jersey

SAVE! DAVIS POWER MOWERS

SINCE 1902 . . . AMERICA'S LOW COST, QUALITY FAVORITE!



ROTARY
. . . REEL
. . . RIDING
MOWERS

G. W. DAVIS CORPORATION
RICHMOND, INDIANA

Partners in GRIME



THE CHORE GIRL®
POT CLEANER
for hard-to-clean pots and pans • pure copper • no rust • no splinters • economical

THE GOLDEN FLEECE®
FLEXIBLE SCOUR CLOTH
non-metallic • pliable • sanitary • rinses sweet and clean • economical



PRIME MINISTER'S SON, Maurice, works in office his father had at Macmillan & Co., Ltd. He is a director of firm and member of Parliament.

THE MACMILLANS CONTINUED

they were happy and useful ones. Macmillan & Co. had grown to be one of the world's largest book publishers, and the family felt a natural pride in the fine reputation the firm enjoyed. Nellie, with her strong dynastic sense, took an increasingly deep interest in young Maurice, her only grandson and the only male in the line of succession from the elder Daniel. When he was about 10 she began to talk to him seriously about his future, and when later he went off to Eton she wrote long letters to him regularly.

Maurice, now a handsome and pleasant man of 37, a director of Macmillan and a member of Parliament, remembers: "She didn't deliver moral admonitions, because it went without saying that she expected me not to gamble or drink or anything as wicked as that. It was mostly a matter of impressing me with my responsibilities toward my father and grandfather and great-grandfather and the company they had built and the traditions and so forth. Her advice centered around how I should equip myself to carry on, such as that I should study hard and get the habit of hard work and should avoid marrying and having a family too soon because that might 'burden' me." (He married early, to the Honorable Katherine Ormsby-Gore, daughter of Lord Harlech, and is the father of four boys and a girl.) He remembers his grandfather as "a kind, sweet old fellow who never seemed to lose his temper and who kept disappearing on his bicycle, dressed in tweed jacket and knickerbockers. He loved and admired my grandmother but she exhausted him; he couldn't take much of her at a time. His refuge was silence and the bicycle. I had a cycle too and we used to ride along on little trips together."

The elder Maurice died in 1936, at 83, of the general infirmities of age. The end came slowly, and there was nothing that Nellie and the family could do but wait. One day she came across a thick manuscript that Harold had been too busy to read and to distract herself began to look through it. It was an American novel, a story of the Civil War and Reconstruction days, and she became steadily more engrossed. It brought back so many memories from her own girlhood days in Indiana, she told Harold, and it all was vivid and true. Macmillan certainly ought to publish it. The American branch had world rights, but the question was, would a big, expensive book on such a specifically American theme sell in England? Nellie was sure it would, and mainly on her insistence a British edition was published. The book, one of the all-time best-sellers for Macmillan or anyone else, was *Gone with the Wind.*

On the lawn at Birch Grove there was a little summerhouse, a round structure set on a pivot so that an open side could be turned to catch the sun. It was a favorite spot of Nellie's, where she could watch her family and their friends on the tennis court or the bowling lawn, or just sit with a cup of tea and enjoy the lovely view over the

CONTINUED

Copyrighted material



New Norelco® Speedshaver

Out of the future comes the perfect gift for Father's Day or Graduation



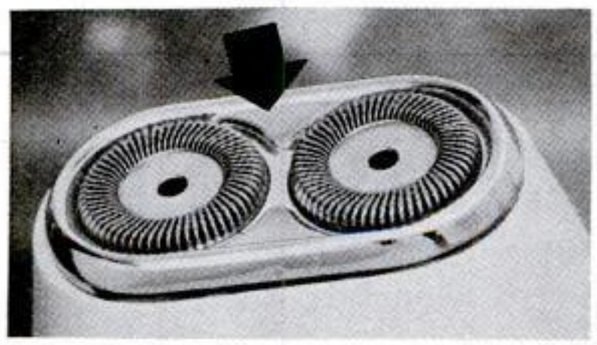
Ask for the electric shaver that's razor-blade close, yet easy on your face as only rotary blades can be. The famous rotary blade shave made Norelco shavers the largest-selling in the world. This Norelco is new. Completely new. Fast, yet gentle. Touch it to your face. No pull. You hardly know you're shaving. But your whiskers know.

Beneath stationary skin guards, rotary blades shave you with the same smooth stroke as a barber's blade. To clean, push the button. Top flips open. It's clean in a second. This year, lay it on the line. Tell 'em you want the new Norelco Speedshaver. Model SC7900 AC/DC. With leather travel case, $24.95.

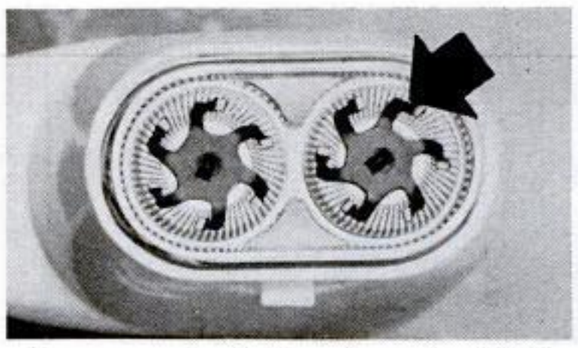
See the new Norelco Speedshaver demonstrated on the Jack Paar NBC Television Show

Outdoorsman? Motorist? Ask for the sensational NEW NORELCO SPORTSMAN. Runs on ordinary flashlight batteries or plugs into car lighter. Now only $24.95.

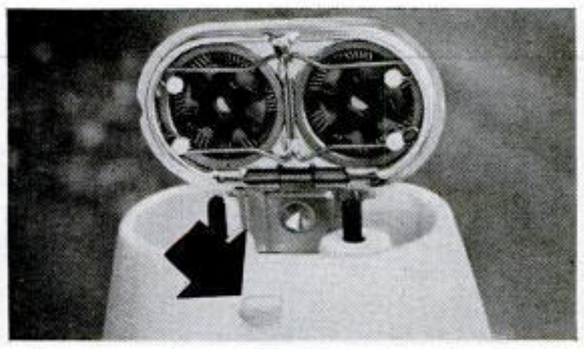
For Father's Day or Graduation, get this completely new *rotary blade* shaver!



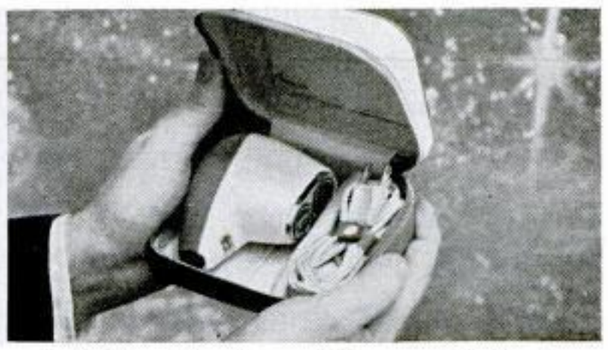
Tomorrow's velvet-touch luxury! Contour skin-stretcher rim stands whiskers erect, *holds* them erect for Norelco's rotary blades to stroke off below skin-level for a longer-lasting shave.



Tomorrow's stroke of genius! Self-sharpening rotary blades, shown here in "X-ray" view beneath slotted, stationary skin guards, *stroke* off whiskers gently, cleanly, no matter which way they grow.



Tomorrow's push-button cleaning! Push the button and flip-top shaver head springs open. "Whisker dust" is emptied out in a second. Entire head easily removed for thorough cleaning.



Ask for the Speedshaver Today! Comes in a beautiful two-tone leather travel case. A great gift. No matter how you've been shaving, you need no "break-in" period with Norelco's rotary blades.

NORELCO is known as PHILISHAVE in Canada and throughout the rest of the free world. North American Philips Company, Inc., and associated companies, 100 E. 42nd St., New York 17, N.Y. Other products: High Fidelity Radio-phonographs, Tape Recorders, Research and Control Instruments, Electron Microscopes, Medical X-ray Equipment, Electronic Tubes and Devices.

Copyrighted material

PHILCO®
BANTAM
AIR CONDITIONER

"Take it home today – be cool tonight"



COOLING CAPACITY GUARANTEED!

Install the "carry-home" Bantam yourself. Everything you need is in the box. Gives you 1-hp cooling, 6600 BTU's *guaranteed!* (BTU ratings in accordance with official ARI standards.) Runs on normal house voltages. Beautiful cabinets, advanced features.



PHILCO IONITRON attachment makes you feel, work better

You'll feel the difference right away. Philco's exclusive Ionitron® makes the air cleaner, fresher . . . invigorating. You feel better, work better. In most cases, you get quick relief from hay fever and other air-borne allergies.

grounds. On a summer day the year after Maurice's death she was sitting quietly there, lost in her thoughts, when suddenly Hobbs, the family chauffeur and general factotum, noticed an unnatural slump to her shoulders and a queer fixity to her eyes. She was unconscious. He carried her to the house and laid her on a couch, and after a bit she awakened. She had had a mild stroke. She was recovering enough to be up and around when, about a month after the first, there was a second stroke. Again she revived, but now she needed someone in attendance when walking from one room to another. To a woman of her spirit, it was irksome to be dependent in such a way. One day she tried it by herself and fell, bruising her head and breaking bones in her shoulders and hip. She sank into a half coma and there was no doubt that she was dying.

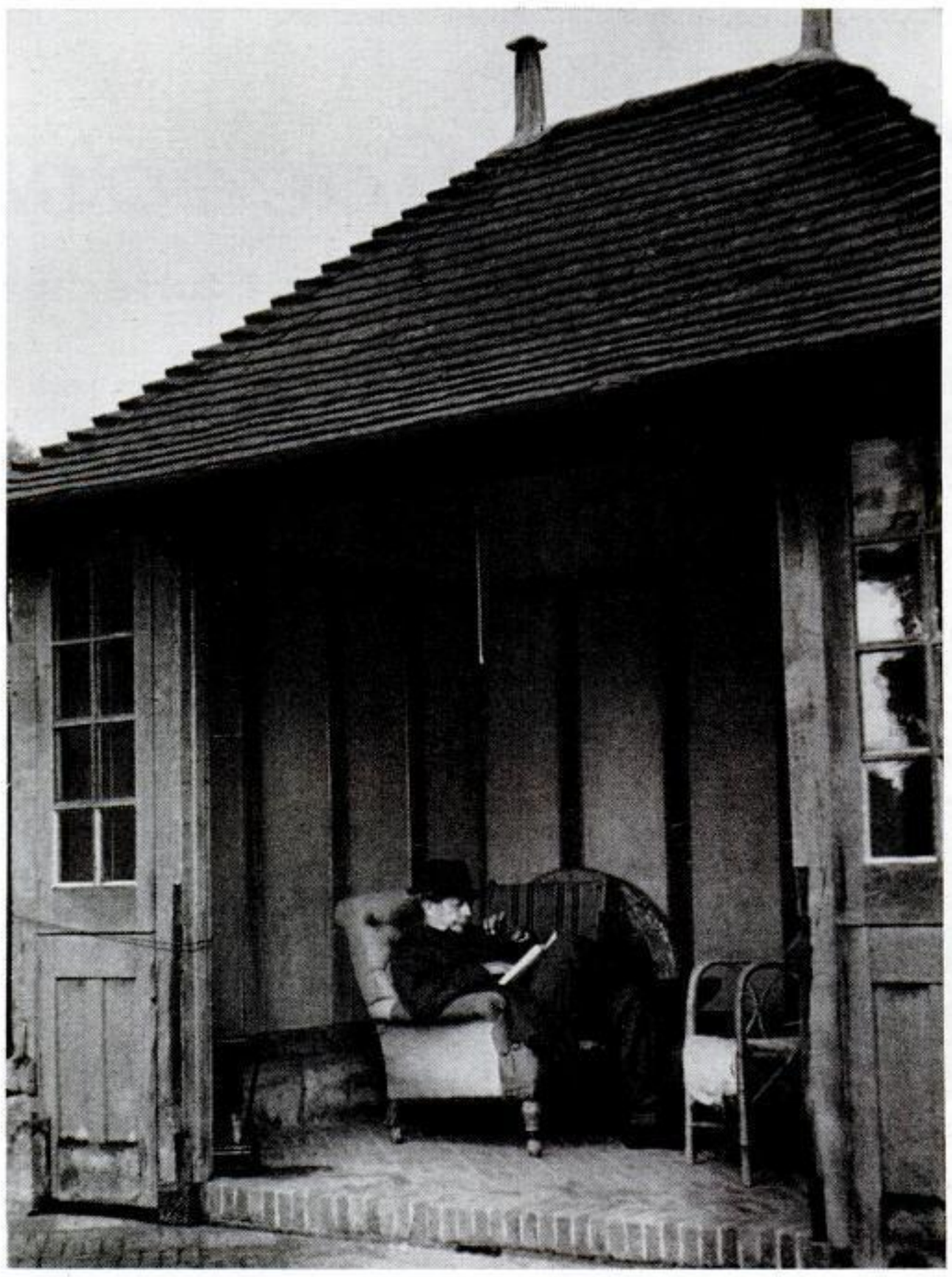
But she did not die yet. Harold was on a business trip to the U.S. In a last triumph of will, she held on until he could hurry back to London and to her bedside at Birch Grove.

Then, on Oct. 26, 1937, Nellie Macmillan, Helen Artie Belles of Indiana, died and was buried by her husband's side in a quiet country churchyard in Sussex.

As Prime Minister Harold Macmillan takes the rostrum this week in Greencastle, Ind., and later visits President Eisenhower in the White House, Americans will be encountering a personality which in many outward aspects is as remote from their own conception of political leadership as Oxford is from DePauw. With his rather old-fashioned elegance and somewhat languid manner, his easy scholarship and wit, Macmillan gives the appearance of being far better adapted to the genteel world of the 19th Century novelists than to the rough world of 20th Century politics.

But beneath the elegance there is, in fact, a sinewy mental toughness, and beneath the relaxed manner are tenacity, imagination and tireless energy. There is rigid personal honor, and a deep commitment to truth and justice and social welfare as he sees them. Beneath the smooth composure he is weighted with conscience. And these are qualities which were bred into him.

They have served England in the many offices he has held. And in a world in which the Anglo-American alliance seems increasingly to be the only element of stability, one of the few reliable hopes for the future, they are also serving the U.S. "Our two countries," he has said, "or what I would dare to call both my countries."



IN MOTHER'S RETREAT, Prime Minister Macmillan spends a quiet moment at Birch Grove in the summerhouse that Nellie Macmillan loved.



NO SCRAPE, NO SCRATCH
NO WEAR AND TEAR
IF HAIR GETS ALL-DAY
ACE COMB CARE



Only ACE completely rounds and smooths each tooth: ends—sides —*even between teeth.* No sharp edges to scratch scalp or snag hair.

ACE® HARD RUBBER COMBS

SMOOTHER • STRONGER • LAST MUCH LONGER

P.S. AND I LIKE ACCO COMBS NEW, QUALITY NYLON COMBS BY ACE

STICK WITH LEPAGE'S TRADEMARK TAPE AND GLUE

Corn Pain Stops

Gone, Forgotten in a Jiffy . . .
Corns Soon Lift Right Out!

Dr. Scholl's Zino-pads not only give super-fast *nerve-deep* relief . . . ease new or tight shoes—but also remove corns one of the quickest ways known to medical science. Also sizes for Callouses, Bunions, Soft Corns.



Dr Scholl's Zino-pads

Copyrighted material





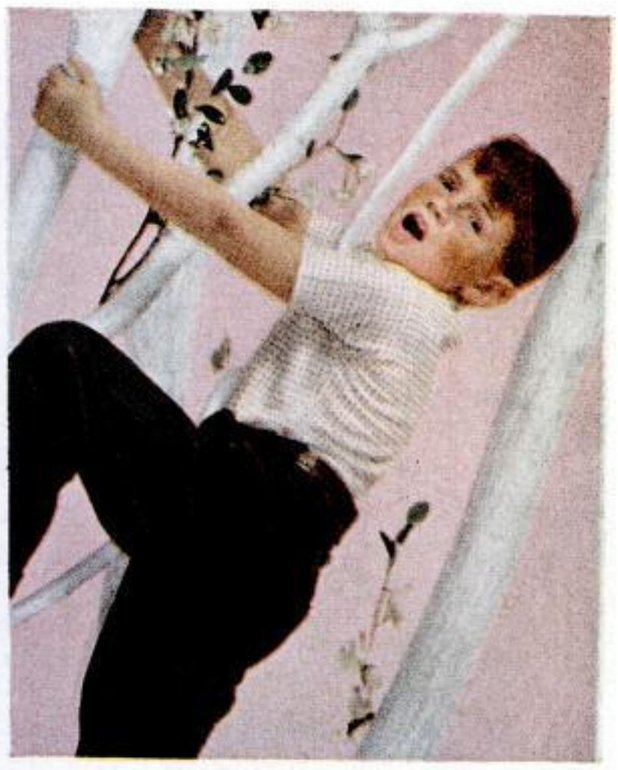
Men's, $1 Boys', 75¢

for comfort



Men's, $1 Boys', 75¢

and wear...





at a price

more than fair



Men's, 79¢ Boys', 59¢



Men's, $1 Boys', 75¢

the name's....

HANES

underwear for men and boys

P. H. Hanes Knitting Co., Winston-Salem 1, N.C. • Canadian Mfr.: C. Turnbull Ltd., Galt, Ontario • Scandinavian: Aktiebolaget Melka, Göteborg, Sweden • Australian: La Mode Industries, Pty. Ltd., Fitzroy • New Zealand: Soma—President Textiles Ltd., Wellington

Copyrighted material

underwood announces the...

NEW 1959 Golden-

Something wonderful happens when you touch this

Now—the new Underwood DOCUMENTOR! Modern, with crisp, handsome lines, it introduces a wonderful new typing idea—the *Floating Keyboard!*

- Brings keys closer to you with a "floating" design that stops fatigue in arms and shoulders.
- Electrifies 94% of your typing time . . . places all vital controls so compactly they're just a *touch* away from typing keys.
- Makes all-day typing easier—more relaxing, with exclusive new slip-proof *Finger-Form* keys.

Golden-Touch typing...

"like wearing magic gloves!"

Copyrighted material

Touch ELECTRIC

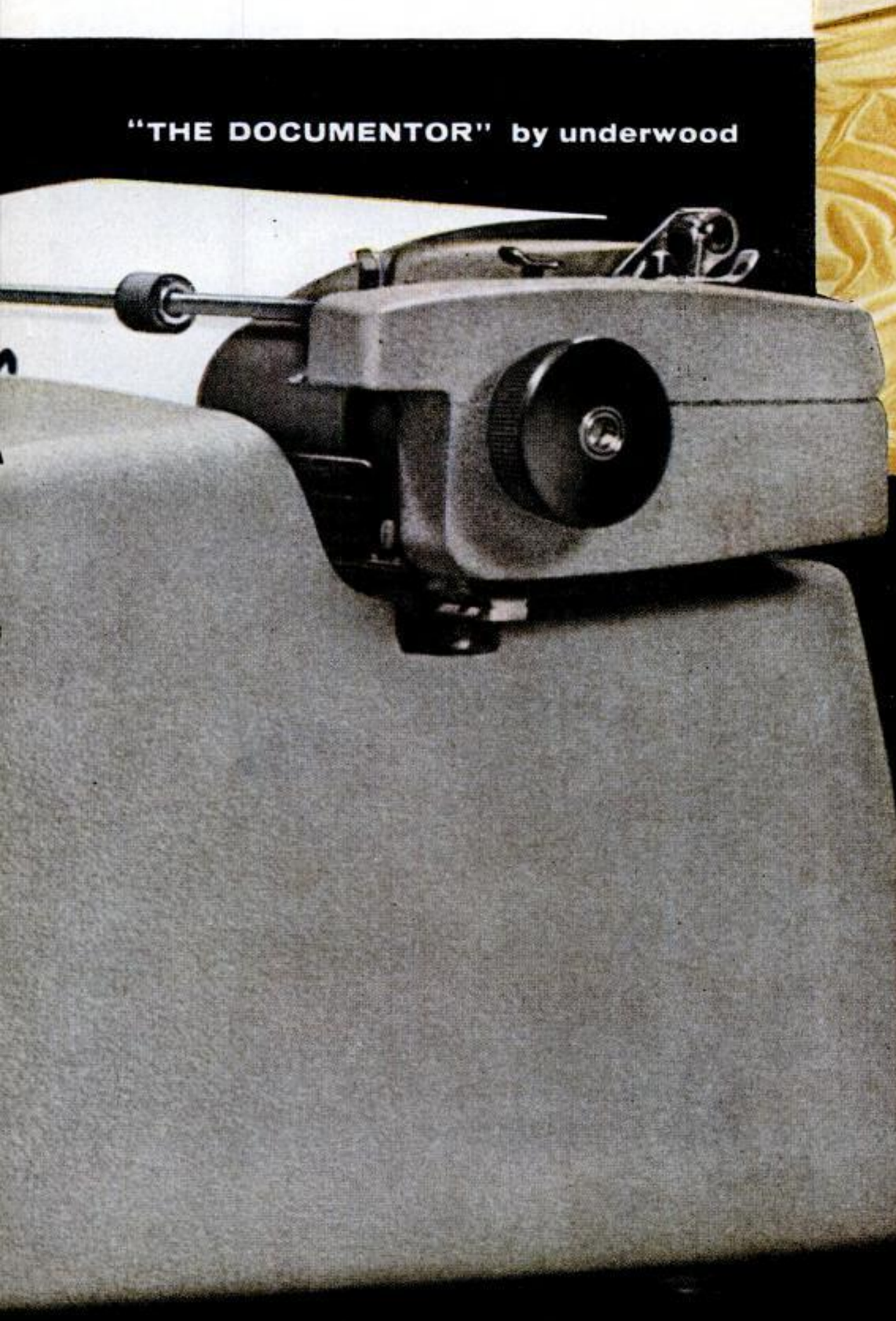
"Floating Keyboard"!

The brilliant new 1959 Golden-Touch Electric breaks with all previous electrics. You'll feel it in the *Floating Keyboard*. You'll see it in sharp, print-perfect copy—*even with many carbons*. You'll be sure of it when you end busy days with energy to spare.

Ask HIM to choose the distinctive type style that suits him best. And tell him the wonderful new DOCUMENTOR is here . . . after 43 months of laboratory work, field testing and human engineering research.

Try the new DOCUMENTOR yourself. Call your Underwood office for a no-obligation demonstration.





You must see THE DOCUMENTOR to fully appreciate these new features:

- DRAMATIC NEW STYLING AND DESIGN
- EASY REVERSE TABULATION
- PRINT-PERFECT IMPRESSION CONTROL
- FATIGUE-REDUCING KEYBOARD SLOPE
- INSTANT SHIFT FOR "CAPS"
- ELECTRIC MARGIN AND TAB SET
- HIGH SPEED ELECTRIC RIBBON REWIND
- 44 KEYS — 88 CHARACTERS

To call **underwood** consult the **Yellow Pages**

...and your choice of eight beautiful new decorator "panel" colors to highlight the new 1959 Golden-Touch Electric



underwood

—the only electric typewriter with Golden-Touch®

Underwood Corporation, One Park Avenue, New York 16, N. Y.

Copyrighted material

NEW!

New **BAND-AID** TRADEMARK Sheer Strip.
Clear plastic with flesh-tone pattern practically disappears on your skin.



With **SUPER-STICK**
...won't loosen in water.

Copyrighted material

The Prom Went On and On

Traditionally senior proms are the high school students' big night to howl. To keep them happy and off the roads and ultimately wear them out, many high schools now sponsor all-night dances. The only trouble is that each generation seems to take longer to wear out.

Students at Mariemont High School near Cincinnati came close to the ultimate this year when they put on a "prom" that lasted almost 32 hours. It started with a progressive dinner (spaghetti to strawberry cake), followed by a formal but highly energetic dance. Then the students boarded a river boat for a cruise and dancing to a jazz combo. Dawn found them somewhat subdued and back at the school for breakfast. Sent home for a short rest period, they emerged refreshed and descended on an amusement park. By nightfall half the students had discovered they were mortal and had gone home to bed. The rest whipped up another dance. "It keeps getting better and better," one said, "as I get more and more numb."

FORMAL DANCE held at the Kenwood Country Club was only traditional part of Mariemont's prom.

INFORMAL GAMES started at progressive dinner. Here students pull each other off in "chicken."

Copyrighted material



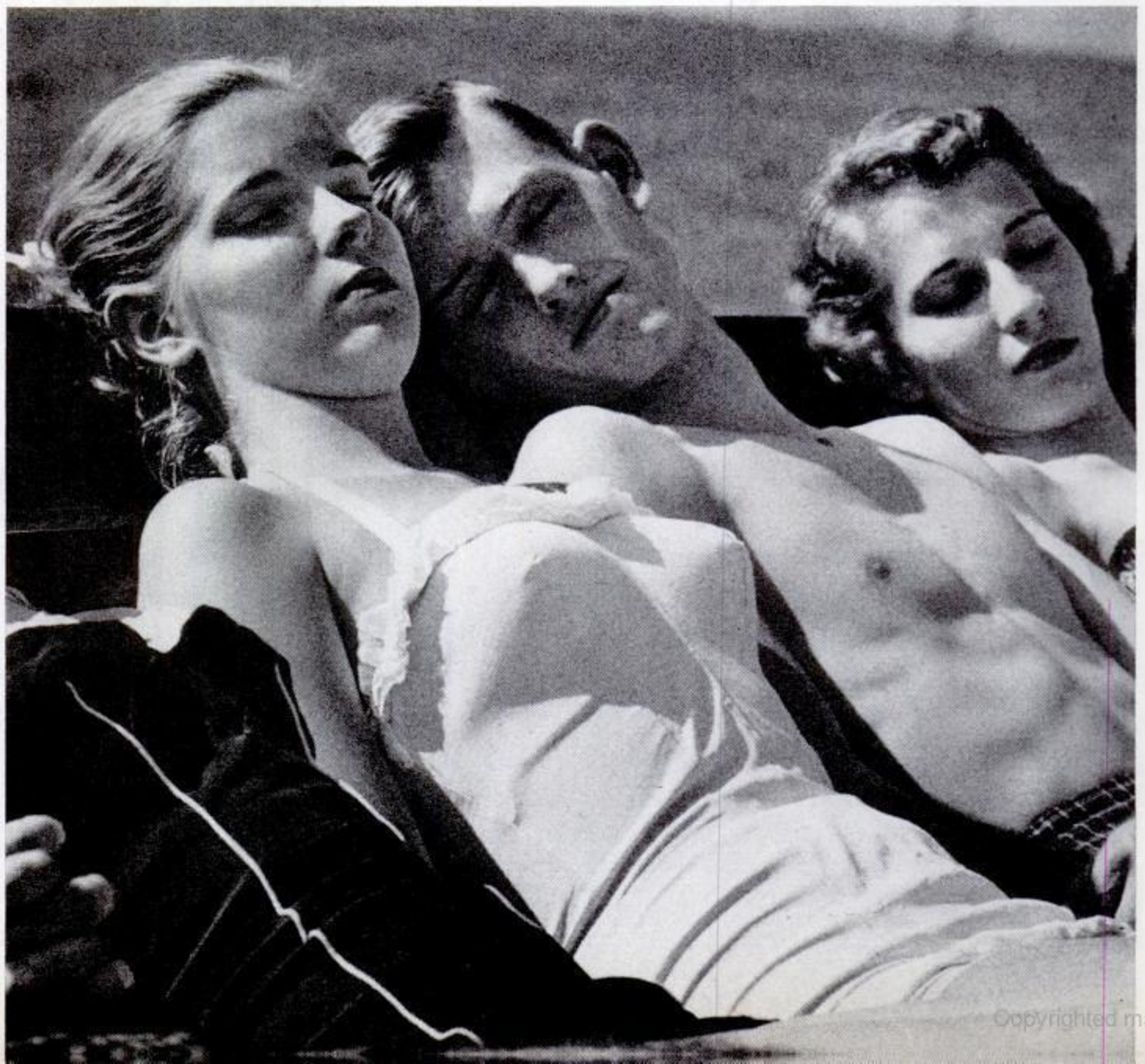
RIVER CRUISE was kept lively by dancing. Here Leslie Ingram and Jim Rockaway lead a bunny hop.



A CHILLY DAWN as boat neared dock quenched some student fire. Most revived after hot breakfast.



ROLLER COASTER ride keeps students moving. Holding hands in air during ride is judged brave.



SNOOZING IN SUN at park pool, Nancy Reynolds and Wally Wyatt nap to help keep them going.

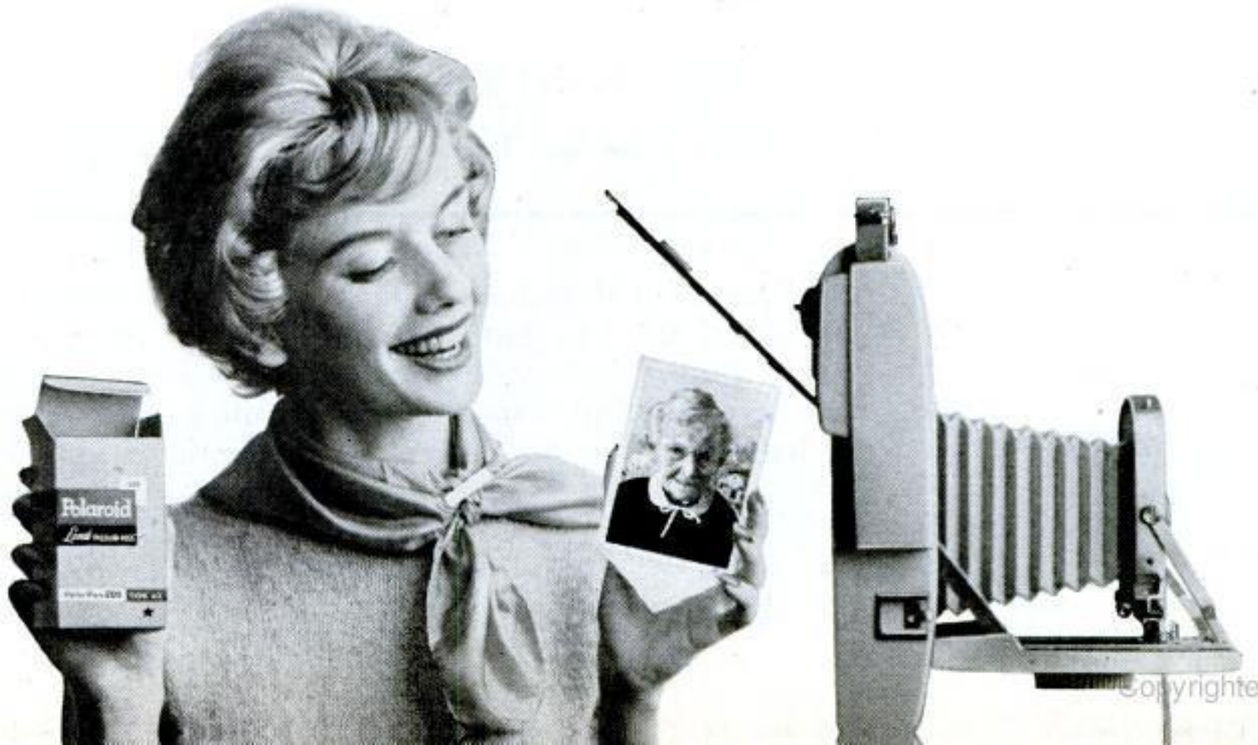


THIRD DANCE was held at the amusement park. Here couples gather around as band plays *Tequila*.

Copyrighted material

POLAROID CORP., CAMBRIDGE, MASS. POLAROID®

GRANDMA MOSES: PHOTOGRAPHED WITH A NEW POLAROID LAND FILM. This is an enlargement of an actual 60-second picture. It was taken with a new film, just introduced, which is twice as sharp as the previous film. With this latest advance, the Polaroid Land Camera not only gives you pictures in 60 seconds, but pictures of astonishing quality. Polaroid Land Cameras start at $72.75. The new film can be identified by a star on the box.



POLAROID CORP., CAMBRIDGE, MASS.

Copyrighted material



WINDOW WASHER CUTTING CORNERS

When John Morgan looked up at the 12-story building at 24 Federal Street in Boston, he was so startled he forgot to use the Brownie camera he carries in case he sees something interesting. But Morgan waited a while and the same thing happened again. A window washer at the eighth story finished working on a window. Instead of going indoors he unhooked his safety belt on his left and, reaching over, hooked that end to the next window. Then he reached back, unfastened the other end and, taking a huge stride across the wall, hooked it to the other side. Then he went to work on the next window.

Copyrighted material

CLEAR HEADS AGREE Calvert IS BETTER



There's man-sized refreshment waiting for you with Calvert Reserve. Just slow down a minute, relax . . . pour yourself some Calvert. Now, sip your drink. Savor the full flavor, the remarkably light body. There's a touch of genius in this combination. No wonder clear heads agree it's better!

Calvert
RESERVE

"Above all others . . .
the better brand for you!"

©1958 CALVERT DIST. CO., N.Y.C. • 86 PROOF • 65% GRAIN NEUTRAL SPIRITS • AMERICAN BLENDED WHISKEY

Copyrighted material

WHEN YOU SETTLE DOWN for a good smoke, why settle for less than a Lucky? This one's all cigarette. End to end, it's all tobacco—light, golden-rich tobacco, toasted to taste better. Try this . . .

Light up a light smoke — Light up a LUCKY!



Best-tasting cigarette you ever smoked!

Product of The American Tobacco Company — "Tobacco is our middle name"

(©A. T. Co.)

Copyrighted material